

## LSL UK

**Average Monthly Hotline**

**300 / \$185.00/M**

This highly responsive list of UK consumers is just what your campaign needs!

These responders have replied to an offer for a parcel pick up offering them unique jewelry.

A great target for merchandise, sweepstakes, contest, puzzles, lotteries, astrology and good luck offers.

Recommended usage: financial services, games of chance, prize draws, publishers

### Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 20%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Laura Uljas  
Tel +1 604 940 0277

laurauljas@jrdirect.com  
(ext 117)

## ► New List!

UNITED KINGDOM

**Date Recommended:** 4/15/10

**Recommended By:**

Laura Uljas  
laurauljas@jrdirect.com

**Datacard updated:** 4/08/2010

**Update Frequency:** Monthly

**Gender:**

50% Males  
50% Females

**Unit of Sale:**

GBP 9.95

**Source:**

100% Direct Mail

**Age:**

45+ years

**Selections:**

Selections	\$10.00 / M
Keycoding	\$5.00 / M
Gender	\$10.00 / M

**Addressing:**

Run Charge	\$8.00 / M
E-Mail	\$50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
DMA, DMAI, FEDMA