

Bric-a-Brac'rs

Total Universe	945,947	\$ 90/ M
Hotline: Mob's	8,257	\$ 95/ M
AD Space	1,922	\$ 95 /M
Internet	2,504	\$ 95/ M
Non Profit/Publishers		\$ 75/ M

Knick-knacks, trinkets, spoons and plates from every state, even articles of Elvis sightings, these perpetual collectors search the internet, subscribe to the best trade magazines and newsletters, answer space-ads the world over for their treasured item that sets their collections apart from the rest of them. These special items recall a historic moment(s) in their time and with such determined fondness these market makers help determine what will truly be the next collectible. Their collections as they say are never complete, they continuously purchase more and more.

Once they receive their box of goodies, they are encouraged to fill out their survey of demographics, in which up sells and incentives are given; that will give them the next itch for that special new piece.

This file is recommended for all types of credit offers, continuity programs, catalogs, insurance, periodicals and publishing, newsletters, crafts, sports memorabilia, electronics and gadgets, and more.

Products are all selectable, collectible dolls, numismatics, art, sports items, (cards, signed photos etc), commemoratives, figurines, die cast autos, and comics.

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Selects:

Income Range	\$ 6/M
State, Zip, SCF	\$ 6/M
Renter/Homeowner	\$ 6/M
Gender	\$ 6/M
Product	\$ 6/M
Age Range	\$ 6/M
Paid	\$ 6/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Market:	Consumer
Type:	Email, Direct Mail, Telephone
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	55% Female 40% Male
Income:	\$55,000
Spending:	\$69.95 Average Order

SOURCE: DIRECT MAIL, AD SPACE,
AUCTION WEBSITES
NET NAME ARRANGEMENT IS AVAILABLE-
CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



38 E Ridgewood Ave #157, Ridgewood, NJ 07450
1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.