

Da' Bargainers

Total Universe:	1,379,178	\$ 95/M
Monthly H/L	34,104	\$ 100/M
Non Profit:		\$ 75/M

When you enter their house, there are items you might recognize; all those special household helpers, pet gadgets, the smiling magnet that plays *Home on the Range* on the refrigerator, the newspapers neatly stacked in the rack holder they received for their \$25 purchase.

Meet Da' Bargainers, armed with their coupon cutter and checkbook, these impulsive shoppers are ready for their monthly purchase of great products for a great bargain. Direct response generated eager to purchase everyday household gadgets and products all at bargain prices.

Product categories include: Consumer, household, cooking, clothing for men and women, pet supplies and gadgets, and don't forget the clearance section.

Method of payments: check, money order and credit cards

Selects:

Income Range	\$ 5/M
State, Zip, SCF	\$ 5/M
Renter/Homeowner	\$ 5/M
Gender	\$ 5/M
Product	\$ 5/M
\$20+ Buyers	\$ 5/M
\$25+ Buyers	\$ 5/M
\$30+ Buyers	\$ 5/M
\$+ Buyers	\$ 5/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

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**

Market:	Consumer
Type:	Postal Mail, Telephone
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	55% Female 40% Male
Income:	\$46,000
Spending:	\$39.95 Average Order

SOURCE: INTERNET & DIRECT MAIL
NET NAME ARRANGEMENT IS AVAILABLE - CALL TO DISCUSS. NO EXCHANGES.
Please contact List Manager at sales@offersinthemail.com



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