

407 Huber Lane,
 Glenview, IL. 60025
 Tel: 847-636-2754
 Please Email Orders

Monthly Hotline ~~72,000~~ **A+ Direct Mail Lotto Gamblers** **Mail Price: \$125/M**
Weekly Hotline –18,000

A+ Direct Mail Lotto Gamblers is composed of individuals who have all paid a \$30 fee via direct mail to receive a sweepstakes report of the latest offers. These consumers continue on this program for 6 months. Approx 60% female with an average age of 55. A-Plus Media Group CASS certifies all of its records to ensure accuracy.

Selects:

Addressing:

Selections		Shipping	
Weekly Hotline	\$20/M	CD	\$25/F
Monthly Hotline	\$10/M	Fed Ex	\$25/F
Homeowner / Renter	\$10/M	Email	\$50/F
Income	\$10/M	FTP	\$50/F
Age	\$10/M		
Marital Status	\$6/M	Telemarketing	Inquire
Presence of Children	\$10/M		
MOB	\$10/M	Payment Due 60 Days after Mail Date	
Credit Card Holder	\$10/M		
State, SCF, Zip	\$6/M	Minimum Order	5,000
Gender	\$6/M		
LOR	\$10/M	Cancellation	\$10/M
Ethnicity	\$10/M	All orders cancelled after Mail Date must	
Age of Children	\$15/M	be paid in full.	

Contact: Alex Analitis
AlexA@Aplusmg.com

Terms and Conditions: Payment due 30 days after mail date. Orders cancelled after the mail date will be paid in full. Cancellation Fees: \$10/M + selections at full rate