

**SEGMENTS**

290,000	Total Universe /Universe Rate	\$90.00/M
72,000	Monthly Hotline	+ \$10.00/M
18,000	Weekly Hotline	+ \$35.00/M

**DESCRIPTION**

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.

**DATE**

UPDATED	09/01/2016
CONFIRMED	09/03/2016

**UNIT OF SALE**

\$30.00

**GENDER**

40% MALE 60% FEMALE

**SOURCE**

Buyers, Direct response, Direct mail sold

**ADDITIONAL CHARGES**

PHONE NUMBER	\$250.00/M
GENDER/SEX	\$10.00/M
CREDIT CARD BUYERS	\$10.00/M
AGE	\$10.00/M
State, Zip, SCF	\$6.00/M

**ADDRESSING**

FTP	\$50.00/F
EMAIL	\$50.00/F

**MINIMUM ORDER**

5,000

**CANCELLATION**

Cancellation Fee	\$10.00/M
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**SPECIAL INSTRUCTIONS**

Prepayment required

**EXCHANGES**

Exchange is not allowed

**REUSE**

Reuse is not allowed

**OWNER/MANAGER**

---MANAGER'S EMAIL ADDRESS---  
 Alex Analitis (847) 636-2754  
[AlexA@Aplusmg.com](mailto:AlexA@Aplusmg.com)

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 A Plus Media Group, Inc.  
 407 Huber Lane  
 Glenview IL 60025  
 MANAGER  
 Phone: (847) 636-2754  
 Fax: Email Orders

**NET NAME ARRANGEMENTS**

Net Name is not allowed