



\$85/M Base Price

18M - MONTHLY HOTLINE \$20/M
52M - QUARTERLY HOTLINE \$10/M
500M - TOTAL LIST

DESCRIPTION

BabiesOnline.com contains postal names and addresses of registrants to this quickly growing parenting web site. This site offers a variety of important services to expecting and new parents. Women of these services take advantage of an innovative web based automated birth announcement system that allows mothers and fathers to show and share pictures of their newborn babies.

Additional services include special access to articles and message boards that discuss topics of particular interest to these new and expecting parents.

This file is ideal for marketing offers such as magazine subscriptions, retail store outlets, financial planning services (mutual funds, insurance, 529 marketers, etc.), book clubs for children, educational merchandise, formula companies and other marketers of baby and new parent related offers or other offers to moms and dads or new homeowners.

SOURCE

Direct Response

List Manager

Bob Rea—bobr@partnersmarketing.com
 Phone 630-524-9901 x 17 Fax 630-524-9909

MINIMUM ORDER 5,000

Pre-Approved Re-Use Minimum Charge \$150 Flat

SELECTIONS CHARGES

Monthly Hotline Select \$20/M
Quarterly Hotline Select \$10/M
Child's Age Select \$10/M
Prenatals Only \$25/M
Income Select \$5/M

PROCESSING CHARGES

State/SCF/Zip Processing \$6.50/M
Key Code Processing \$3/M

NET NAME ARRANGEMENT

85% on 50,000 minimum; selections on gross records; \$10/M run charge on unused names.

OUTPUT FORMATS - CHARGES

Diskette, CD ROM
Non-refundable disk/CD ROM charge \$15 Flat
Electronic Transfer (E-mail, FTP) \$50 Flat

MISCELLANEOUS

Updated Monthly
2 sample mailing pieces required
Rush Orders \$50.00 (24-hour turnaround)
No telemarketing use
All offers subject to owner's approval

TERMS

20% commission to recognized brokers. Orders canceled before the mail date are subject to a \$50.00 flat cancellation fee and a \$10/M run charge plus all applicable selection charges, media and shipping charges. No cancellations or changes accepted after the mail date. Net 30 days.