



Pictures to Begin a Lifetime

\$85/M Base Price

6.2M - MONTHLY HOTLINE \$20/M
18M - QUARTERLY HOTLINE \$10/M
916M - TOTAL LIST

DESCRIPTION

Cherished Memories, a provider of infant photography and related products, is a unique list of direct response new parents who have placed an order in response to their direct marketing offer. Age range of mother is 24-35 years.

Approximately 60% have more than one child in the home. The age of babies at the time they are brought to file is one month. Average unit of sale is \$55.00. This total file consists of children 0-8 years of age.

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

Buyers

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
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.	