



**\$85/M Base Price**

**6M - MONTHLY HOTLINE                   \$20/M**  
**17M - QUARTERLY HOTLINE           \$10/M**  
**541M - TOTAL LIST**

**DESCRIPTION**

Composite list of new parents or parents-to-be, who have registered at [www.freegifts4kids.com](http://www.freegifts4kids.com) specifically to receive educational materials, special offers and coupons related to new births.

These educated and affluent families are either expecting babies or have a child under 12 months of age at the time they are added to the hotline file.

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**

Opted-in registration at:  
[www.freegifts4kids.com](http://www.freegifts4kids.com)

**List Manager**

Bob Rea—[bobr@partnersmarketing.com](mailto: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**

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

**PROCESSING**

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 turn around)  
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.