



\$85/M Base Price

200M - MONTHLY HOTLINE \$20/M
500M - QUARTERLY HOTLINE \$10/M
6.5 Million - TOTAL LIST

DESCRIPTION

Promotionally responsive households with children: "Huggies", a recognized and trusted leader in the children's product market, makes its database available. These households have been generated from a variety of sources that include refund/rebate redemptions, coupon redemptions, premium offers and customer 800# response calls new mothers and fathers.

The Huggies Happy Babies Database is made up of parents of young children. The monthly Hotline consists of households with either an expecting mother or a child 0-36 months of age. The master file contains records of children 0-6 years of age.

This file is ideal for marketing to parents some 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—bohr@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
Income Select	\$5/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 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.