



\$90/M Base Price

1M - MONTHLY HOTLINE	\$20/M
2M - QUARTERLY HOTLINE	\$10/M
825M - TOTAL LIST	

DESCRIPTION

Stork Avenue is one of the nation's largest mail order birth announcement companies, offering boutique-quality designer cards and matching thank-you notes. The company also offers an extensive array of personalized baby gifts and other birth-related items from the company's catalog and website.

The average age the babies come to this file are under 3 months 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

Direct Response, Buyers

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.