



\$90/M

12M - MONTHLY HOTLINE	\$20.00
36M - QUARTERLY HOTLINE	\$10.00
144M - 12-MONTH FILE	
836M - TOTAL LIST	

DESCRIPTION

Stork Avenue is the nation's largest mail order birth announcement company, 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.

PROFILE

This is a list of new mothers and fathers who purchase birth announcements and other birth-related items for their babies 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

Service Bureau:

Direct Marketing Audit Systems
Attn: Dennis Hupp
3159 Fee Fee Road, Suite 221
Bridgeton, MO 63044

List Manager

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

OUTPUT FORMATS - CHARGES

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

MINIMUM ORDER 5,000

Pre-Approved Re-Use Minimum Charge **\$150F**

SELECTIONS

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

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.

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.



Usage

Babies R Us
Baby's First Book Club
Bank of America
Berlex Labs
Bitty Baby
Bookspan—CBOMC
Colorful Images
Company Store –Kids
Cookie Magazine
Columbia House
Current, Inc.
Disney Catalog
Babystyle
Fisher Price
Gerber Life
Lilly's Kids
Mystic Color Labs
Mutual of Omaha (Test)
Natural Baby
One Step Ahead
Perfectly Safe
Personal Creations
Phoenix Zoo
Pleasant Company
Readers Digest Sesame Street
Scholastic At Home

SBLI Insurance
Sensational Beginnings (Test)
St. Jude's
Toys R Us
The Right Start (Test)
Williams Sonoma
Zoo Consortium
Zoological Society of Milwaukee