

# Quick To Buy - Direct Response Buyers

1,260,337	TOTAL UNIVERSE / BASE RATE	\$85.00/M
105,844	30 Day Hotline	+\$15.00/M
212,176	60 Day Hotline	+\$10.00/M
320,176	90 Day Hotline	+\$5.00/M

## LIST TYPE

Consumer



## SELECTS

\$25+ Buyers	\$7.50/M
\$50+ Buyers	\$12.00/M
\$100+ Buyers	\$15.00/M
Gender	\$6.00/M
State, Zip, SCF	\$5.00/M

## Description:

The consumers on our Quick To Buy - Direct Response Buyers list have made a purchase in response to a 30 second TV spot. These unique and impulsive shoppers have called an 800 number and have used a credit card to make their purchase.

Our Quick To Buy - Direct Response Buyers spent an average of \$75 on their purchase. Product categories include diet/exercise, family, health/beauty, cooking, home décor, children, gardening, as well as general consumer goods and others.

## Source:

## TV Generated

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for enhanced selects.

## MINIMUM ORDER

Postal: 10,000

## DEMOGRAPHICS

62% Female  
36% Male  
Median Age: 53  
Median Household Income: \$66,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$6.50/M
ZIP+4	\$6.50/M



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