
LIST SERVICE DIRECT INC.

Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732

E-Mail: info@listservicedirect.com

Visit us on the web at www.listservicedirect.com

SMOKERS

TOTAL FILE: 2,455,650

BASE PRICE: \$95/M

MONTHLY HOTLINE: 36,211

This file contains over 2.5 million smokers! Compiled from telephone and mail order purchase information, rebate coupons, consumer surveys, questionnaires and direct response.

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Income	\$5/M
Gender	\$5/M
Ethnicity	\$15/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

Minimum Order: 5,000

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.