



TARGETING



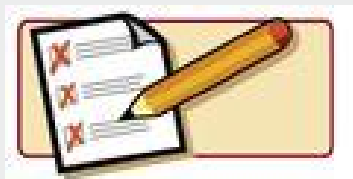
DATA



DIRECT SALES

June 2010

Fragebogenreagierer Lotterie/ Gewinnspiel



### Quantity/Price

Participants 0-12 month	220.000	DM	190,-/1.000
Telemarketing 0-12 month	220.000	TM	1.000,-/1.000
E-mail-marketing 0-12 month	220.000	E-mail	400,-/1.000
SMS-marketing 0-12 month	220.000	SMS-marketing	on request -/1.000

### Profile

These response-active addresses filled in a questionnaire so that it is possible to select their interests. The participants confirmed by double-opt-in that they interested in receiving advertisements through different channels.

With this pool you have the possibility to directly select your target group. Also use the possibility of a multi-channel approach.

The participants are interested in a wide variety of gamblings and also took part in the questionnaire gambling.

Source	Questionnaires
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### Selections

At random	12,-/1.000
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### Delivery

Delivery time: 5 working days

Minimum order: 5.000 addresses

### Invoicing

70% of the delivered quantity with a minimum of 5.000 addresses after verification of a merge purge report.

For email-marketing there are 100% and for telemarketing 80% payment base.

### Conditions

List supplied for one off use.

List is seeded to ensure detection of unauthorised use.

Minimum order quantity 5.000 names.

Prices are exclusive of VAT, delivery and selections.

Mail date & mailing piece required before approval can be given on all mailings.

All prices in Euro.