

JETCO TV PRODUCTS BUYER MASTERFILE

Business Opportunity

FILE DESCRIPTION

The Jetco TV Products Buyer Masterfile is made up of DRTV sold health business opportunity and financial/investment product buyers. These consumers have responded to a DRTV 30 second, 1 minute or 2-minute spot and/or a 30-minute infomercial on one or more of the many major network and cable channels that Jetco products appear on. This audience has either bought health or beauty products to assist in the many conditions associated with aging and/or weight gain, business opportunity programs to allow them the opportunity to make money from home or financial/investment information to better educate them on the ins and outs of the stock market.

These credit card buyers are comfortable ordering over the telephone, and eagerly await the deliveries at their doorsteps. Buyers of some of Jetco's products go on to become very loyal continuity consumers, sometimes buying many months' worth of products at a time.

The health products offered by Jetco that are part of this Masterfile are: Appetrol Diet Supplements, Dermacia Skin Care Products, Excelerene Weight Loss Supplements, Flexprotex Anti-Aging Supplements, Lipozene Diet Supplements, Relactia Natural Sleep Supplements and Zylotrim Weight Loss Supplements.

The business opportunity and financial/investing systems and programs that are part of this Masterfile are: Dow Jones Never Lose Trading System, Impact Television Money Machine Business Opportunity, Secrets of Successful Traders Book Buyers and TV Fortune Wealth Programs.

FILE BREAKDOWN

225,288	Monthly Buyers	\$120.00/M
58,954	Monthly Telmarketing	\$300.00/M
184,229	Monthly Health Buyers	\$120.00/M
18,715	Monthly Financial Buyers	\$120.00/M
22,344	Monthly Business Opportunity Buyers	\$120.00/M

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

SELECTIONS AVAILABLE

Age	\$7.00/M
Gender	\$7.00/M
KeyCode	\$2.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$30.00/M
Zip/SCF/State	\$7.00/M

Postal, Telephone, Email

PROFILE

GENDER:
50% Female
50% Male

AVERAGE UNIT OF SALE:
\$29.95-\$149.95

AVERAGE HHI:
\$50,000-\$75,000

SOURCE

DRTV / Infomercial / TV Sold

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

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