

Hard Asset Alert

Minimum order: 5,000

Counts	Selections	Price/M
423,118	Universe	\$155.00/M
126,935	Email Addresses	\$150/M +Base
31,603	Hotline	+\$15.00/M

Summary: Masterfile of direct mail investor responders.

Individuals are readers of and subscribers to financial newsletters and periodicals. Should respond heavily to subscription offers, books, precious metals oriented publications, travel, and a wide variety of high ticket mail order offers.

Description: This masterfile of direct mail responders to investment opportunities including gold and other precious metals mining and exploration, oil exploration, natural gas exploration and other hard asset investments. These individuals are wealthy and intelligent investors that subscribe to financial publications and research potential investments.

Selections:

SCF	\$5/M
Zip	\$5/M
State	\$5/M
Gender	\$5/M
Key Coding	\$2/M

www.LMSONline.com

LMS Contact: Rachel Broome rachel@lmsonline.com

SOURCE: Direct Mail

NAMES THROUGH:

April 1, 2011

MALE: 67% **FEMALE:** 13%

AVAILABLE ON:

P/S Labels \$10/M

CD \$25/Flat

E-MAIL \$50/Flat

FTP \$50/Flat

DELIVERY:

3 Working Days

RUSH FEE: \$50/Flat

NET NAME POLICY:

85% on orders of 50M or more with \$10/M running charge.

PAYMENT POLICY:

New mailers or brokers must prepay. Net 30 days from mail date.

CANCELLATION POLICY:

If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur \$50 cancellation fee. \$10/M running charge plus shipping, selects and format fees. Orders cancelled after mail date and/or merge must be paid in full.

USAGE AVAILABLE:

Upon Request

Sample Mail Piece Required