



The Premier Provider of Permission-Based Marketing Solutions

## SOHO

**Total Direct Mail File Size**  
1,248,531

**Base Price:**

US Direct Mail \$80/M

**Selects:**

Hotline Fee	\$10/M
Lifestyle	\$10/M
Responder/Buyer	\$10/M
Phone Number	\$10/M
Ethnicity	\$10/M
Demographics	\$5/M

<b>Minimum Order</b>	7,500
<b>Net Name</b>	50,000

**Policy**

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

These files consist of individuals that operate businesses out of their homes. They are prime candidates for office supplies, electronics, telecommunications, travel, and most business service type of offers. Additional information has been appended to make this a responsive revenue- generating list.

**Selects**

- Employee Size
- Executive Age
- Executive Donors
- Executive Income
- Geography
- Religion/Ethnicity
- Sales Volume
- SIC Select/Omit
- Telephones
- Title and Contact



Contact our sales team today for updated counts or for additional information.

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