

# U.S.A. IMMUTOL Natural Health Supplement Buyers Consumer Mailing List

<b>Size of Universe</b>	409,471
<b>Price</b>	\$150/M
<b>Source</b>	Direct Mail Response Buyers
<b>Min Order Quantity</b>	5,000
<b>Update Frequency</b>	Quarterly

<b>Postal</b>	409,471
<b>@ eMail</b>	N/A
<b>Landline</b>	N/A
<b>Cell Phone</b>	N/A

## DESCRIPTION

These individuals are interested in preventing the consequences of a weak immune system. They are willing to pay every month for protection against an array of ailments, ranging from quite serious to common and non-threatening. IMMUTOL is taken by people who have cancer, viral syndromes, (chronic fatigue, Epstein Barr, herpes, HIV), parasitic and bacterial infections, or less serious problems such as colds, flu, and allergies. Some take it in response to an ailment, while others take it as a preventative measure. IMMUTOL is available without a prescription, but it has been clinically tested, and recommended by physicians, for strengthening the immune system. All these individuals have paid \$59.95 for the first month worth of supply, and \$41.97 for subsequent months. Target this audience with offers for health/vitamins, anti-aging, potency, insurance, travel, and more.

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## SELECT

Hotline	\$25/M (Most Recent Qtr Update)
Recency	\$20/M
Gender	\$10/M
Geo-Select	\$10/M
SCF	\$10/M

## USAGE

Hobbies/Interests  
 Herbal Supplements/WeightLoss

## RESTRICTIONS

Mailer Identity and expected mail drop date necessary prior to count release. Sample mail piece required before mailing list file release.

## LIST TERMS

The list is supplied for a one-time use. The list is seeded to detect unauthorized use. A sample mail piece must be submitted for the list owner's approval. Full payment must be received before the order will be dispatched.

## CANCELLATION POLICY

Orders cancelled 5 days prior to or after original mail date will require payment in full. Orders cancelled before the mail date will be subject to a \$150/file fee plus \$10/M running charges, plus production fees. The mailer will incur extra fees in addition to normal cancellation charges for names cancelled post merge/purge.

## PROCESSING OF ORDER AND DELIVERY

Allow one week upon receipt of the confirmed order.