



ENCORE SOFTWARE BUYERS

Selections:

Product	\$11.00/M
Operating System	\$11.00/M
Gender	\$ 7.00/M
Competitive Rate	\$160.00/M
State, SCF, Zip	\$7.00/M
Cancellation Fee	\$100.00/F
Running Charges	\$10.00/M
Dollar Selects:	
\$25+	\$22/M
\$50+	\$27/M
\$75+	\$32/M
\$100+	\$37/M

Addressing:

Key Code	\$5.00/M
CD Rom	\$50.00/F
Email	\$75.00/F
Cartridge	\$35.00/F

Minimum Order:

5,000

Unit of Sale:

\$24.00

Source:

Internet/Retail

Gender:

50% Female
Selectable

Segments:

8,280	30 Day Buyers	\$ 120.00/M
18,332	60 Day Buyers	\$ 115.00/M
29,025	90 Day Buyers	\$ 110.00/M
55,789	6 Month Buyers	\$ 105.00/M
76,795	12 Month Buyers	\$ 100.00/M
	Fundraisers/Publishers	\$ 75.00/M

List Description:

Names Thru: 4/30/11 Next Update: 7/15/11

Encore's software buyers offer you a new source of names for your next mailing! Primarily gaming enthusiasts, Encore offers a variety of gaming products including casino and card games. In addition, Encore also offers Print/Productivity and Legal titles. All buyers are 100% opt-in making them ideal prospects for your next offer! Encore's customer's average age is 55+, and with an average household income of \$55K+. Test this list for all software, publishing, gaming, craft, computer, financial and general merchandise offers.

List Usage:

New list, no usage

Sample Mailing Piece Required

catalyst direct marketing

v(973) 831-4222 • f(973) 831-1933

109 Wanaque Avenue • Pompton Lakes, NJ 07442

