



Mailing List Brokerage and Management
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FATHER'S DAY DADS

NEW TO MARKET

These Dads received a book, FROM THE BACK PORCH, about another Dad's life and lessons with two toddler sons, ages 1-4. Every Father's Day thousands of moms and grown-up sons have given this Father's Day gift, which captures the joy, the frustrations and the unexpected lessons to be learned from little boys. Average order size for the single gift is \$16, but counselors, parent organizations and companies have purchased in bulk. These group purchases, averaging more than \$200, are available as a separate select. Review this powerful and moving book for Dads on Amazon.com. Exclusive to Byrum & Fleming.

Total Database - 60,753

Selects available:

Father's Day Dads (79% Male)	50,165
Bulk Purchases from Organizations	10,588

Terms and Pricing

List Rental \$95/M
Minimum Order 3,000
Email shipping \$50

Recency Select (3 mos) \$20/M
Recency Select (6 mos) \$15/M
Recency Select (12 mos) \$10/M

Gender or title \$5/M
Geography \$5/M
Employee size \$5/M

Brokers Welcome