

## BYRUM & FLEMING'S DAILY RESPONSE SWEEPSTAKES DATABASE

Be the first to market to Byrum & Fleming's Daily Response Sweepstakes Database with 50,000 new names added daily. Sweepstakes responders have entered to win, they know they can't win if they don't play. They have their eye on the prize. Reach out to these impulsive, highly responsive prospects and encourage them to be winners with the product or service you have to offer. It could be just the prize they are looking for. These impulsive, highly responsive new daily sweepstakes players are the perfect target for offers of online gaming, contests, sweepstakes, vacation give-a-ways, magazines, travel incentives, credit card and financial offers, debt consolidation and more. You have a stake in your business, sweep them off their feet and make them feel like winners. Select by credit card users, telephones, age, geography and more. Sourced from telco and county records as well as from online self reported data.

**Daily Hotline = 50,000**

**Weekly Hotline = 315,000**

**Total Database - 20,000,000**

### Selects Available @ \$5/M

- |                                                      |                                        |
|------------------------------------------------------|----------------------------------------|
| -Occupation                                          | -Travel: Domestic / International      |
| -Marital Status                                      | -Travel: Cruise                        |
| -Presence of Children                                | -Home Improvement /                    |
| -Homeowner / Renter                                  | Do-It-Yourselfers                      |
| -New/Used Vehicle Owner                              | -Mail Order Buyers                     |
| -Truck/Motorcycle/RV Owner                           | -Sports Interests / Type of Sport      |
| -Education Level                                     | -Home Electronics / Computer Interest  |
| -Tobacco User                                        | -Diet / Weight Loss Interest           |
| -Credit Card Holders                                 | -Craft / Hobby / Collectibles Interest |
| -Numerous Other Selects of Interest - Please Inquire |                                        |

### Terms and Pricing

List Rental	\$90/M	Recency Select (1 mo)	\$25/M	Keycoding	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Age/Geo	\$5/M
Telephone Numbers	\$35/M	Recency Select (6 mos)	\$15/M	Income	\$5/M
Recency Select (weekly)	\$30/M	Recency Select (12 mos)	\$10/M	E-Mail	\$50

*Brokers Welcome*