

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

30500S

HIP HOP HOORAY!

The Hip Hop Hooray list are music enthusiasts who have joined the Hip-Hop rage that's sweeping the country. The file is comprised of young individuals, age 18-28, whose preferred music choice is Hip-Hop. They have indicated their favorite music by completing entry forms, online and direct mail surveys. Choose from the selects listed and/or customize with a hotline of the most recent credit card activity in the last 30, 60, 90 or 120 days. Target these young adults for a variety of offers including credit cards, music, movies, video games, catalogs, entertainment offers and much more.

Total Database - 517,619

Available Selects \$5/M

Mail Order Music/CD/DVD Buyers	199,661
Online Music/CD/DVD Buyers	222,442
MP3 Player Buyers	89,601
Stereo/Electronic Equipment Buyers	421,917
Concert Goers	225,312
Video Game Buyers	301,911
Music Club Members	19,122
Contemporary Dance	229,614

Premium Selects Available:

Credit Card Activity 30 Day Hotline - \$20/M
Credit Card Activity 60 Day Hotline - \$15/M
Credit Card Activity 90 Day Hotline - \$10/M
Credit Card Activity 120 Day Hotline - \$5/M

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome

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