

Bradford Checks Reactivation Ride-Along

\$40.00/M



Bradford Exchange Checks is an affiliated company of The Bradford Exchange™, a recognized world authority in fine collectible art since 1973. It was a natural combination to unite exclusive designer personal checks with masterpieces by today's top artists from The Bradford Exchange. This inspired pairing of personal check printing and fine artistry thrilled collectors and art enthusiasts alike.

Your insert will ride along in the reactivation mailings sent to the 13-24 month check buyers.

CONSUMER PROFILE

- 75% Female
- Average Age: 45-55
- Average Income: \$50,000+
- 60% Pet owners
- 43% Travelers

PROGRAM NOTES

- 15% Broker fee

PROGRAM USAGE

- AARP
- Apparel
- Life Insurance
- Pharmacy Discount Card
- Publisher's Clearing House

PROGRAM SPECS

Source

Inserts, Cross Promotions
within Collectible Shipments

Average Sale

\$25.00

Minimum Quantity

100,000

Maximum Size

5 ½" x 8 ½"

Minimum Size

3 ½" x 5 ½"

Maximum Weight

.25 oz. (inquire for
overweight)

Maximum Inserts

6



All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.



To inquire about advertising opportunities, please contact Sandra Roscoe:

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