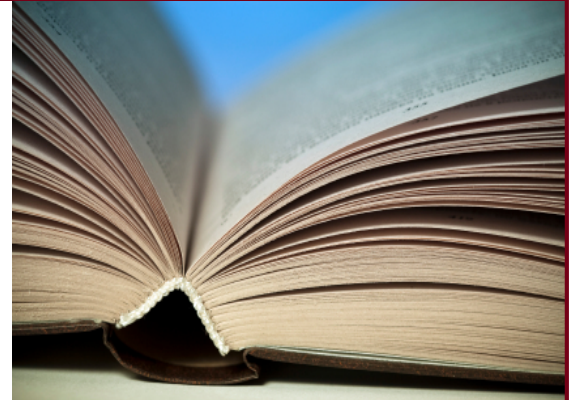


Bookspan Masterfile

The Bookspan Masterfile provides access to loyal members of the leading book clubs: Book-of-the-Month, Crafter's Choice, Crossings, Doubleday, Large Print, History, Literary Guild, Military, Mystery Guild, One Spirit, Science Fiction, Scientific American, and The Good Cook Book Club.

These customers are responsive to offers pertaining to their many interests including cooking, collecting, home decorating, crafts, family fun, donating to their favorite charities and more. The file has many demographic and lifestyle selects available.



183,522	12-month Buyers	\$100/M
128,683	6-month Buyers	+ \$5/M
85,616	3-month Buyers	+ \$10/M
46,814	Hotline Buyers	+ \$15/M
	Catalog Rate	\$80/M
	Fundraising Offers	\$75/M

DEMOGRAPHICS

81% Female, Average Age: 54,
Median Income: \$59,000

AVERAGE ORDER VALUE

\$31.42

SOURCE

Direct Mail, Internet

MINIMUM QUANTITY

10,000

NOTES

Delivery: 3-5 working days.

Rush Fee Available: \$75/F

Net Name Policy: 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

Payment Policy: New mailers or brokers must prepay. Net 30 days from mail date.

Terms: Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

SELECTS

Book Club Title	+\$5/M
Product	+\$10/M
Dollar Amount	+15/M
Source	\$10/M
State/SCF/Zip Code	\$10/M
Gender	\$10/M
Key Code	Inquire

DEMOGRAPHIC & LIFESTYLE SELECTS

Age	\$15/M
Household Income	\$15/M
Bible Devotional	\$15/M
Catalog Buyer	\$15/M
Collector	\$15/M
Donor	\$15/M
Pet Owner	\$15/M
Plus Size Apparel Buyer	\$15/M
Presence of Children	\$15/M

**CALL FOR ADDITIONAL SELECTS*

ADDRESSING

FTP	\$75/F
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Bookspan



For a customized recommendation, please contact Tina Cavallo:

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