



**List Name: US Buy it Now- Direct Response TV Buyers
(US017)**

Total Count: 528,931	Source: DRTV
Cost: (USD)\$225/M	Last Updated: Q3 2010
List Type: Consumer	IDM#: US017

Description:

BUY IT NOW TV Buyers live to buy TV specials. They sit up all night looking and buying products through the various shopping channels. These buyers are spontaneous shoppers.

This file is available in a Weekly or Monthly Hotline. Phones are available. Buy It Now TV Buyers, love to watch the Infomercials and purchase items from TV infomercials. If you are looking for these kinds of consumers, this is the list for you. Selects available for this list are gender, geography and phones.

Select:	Price:	Minimum Order:
Available records:	528,931	Minimum purchase: \$2250.00
Mailing list:	\$0.225 (per item)	E-Mail/FTP Shipping: \$50.00/file
Phones Selection:	\$.075 (per item)	Weekly Hotline: \$25/M
Geo Select list:	\$0.01 (per item)	Monthly Hotline: \$20/M
Gender Select list:	\$0.01 (per item)	Keying: \$7/M
		Nth Name: \$5/M

(All pricing is in US funds subject to exchange rates)

Terms: Prepayment is required on all orders.

Cancellation Fee: \$50/F plus \$10/M after receipt of purchase order up to shipping date. Plus Full rental fee after ship date.

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