

**PEACE FROGS CATALOG**

38,510	12 MONTH BUYERS	\$95.00/M	UNIT OF SALE:
16,554	12 MONTH DONORS	\$105.00/M	\$100.00 AVERAGE
10,802	12 MONTH CATALOG REQUESTORS	\$85.00/M	

GENDER: 70% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 09
NEXT: APRIL 10

PEACE FROGS BUYERS ARE YOUNG AND YOUNG AT HEART. THEY ARE COMPRISED OF A VERY STRONG DEMOGRAPHIC: TEENS AND THEIR PARENTS. THESE BUYERS ARE MEDIA SAVVY AND BRAND-CONSCIOUS, STAYING UP-TO-DATE WITH THE LATEST TRENDS IS A HIGH PRIORITY. THESE TEEN BUYERS HAVE DISCRETIONARY PURCHASING POWER RIVALING THE BABY BOOMERS.

THE PEACE FROGS CATALOG OFFERS BUYERS A WAY TO SHOW THEIR SUPPORT FOR A PEACEFUL PLANET. THE CATALOG IS COMMITTED TO GIVING BACK TO THE ENVIRONMENT AND THE COMMUNITY THROUGH REGULAR DONATIONS TO RECOGNIZED CHARITABLE ORGANIZATIONS LIKE THE NATIONAL WILDLIFE FOUNDATION, THE SUSAN G. KOMEN FOUNDATION AND THE RELAY FOR LIFE. THEY OFFER PRODUCTS RANGING FROM T-SHIRTS TO AFGHANS, JEWELRY, HATS, BAGS AND DOG PRODUCTS.

THESE TEENS ARE ACTIVE CONSUMERS, SPENDING THEIR CONSIDERABLE DISCRETIONARY INCOME ON FASHION, COSMETICS, TRENDY TOYS, KEEPSAKES AND COLLECTABLES, PERSONAL COMPUTERS, CELL PHONES, VIDEO GAMES, FOOTWEAR, CDS AND MP3S, SUNGLASSES, JEWELRY, HAIR CARE, PERFUME, BEDROOM DECOR, BOOKS, MAGAZINES AND EVENT TICKETS.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

DEMOGRAPHICS BY NCDB.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

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Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

PEACE FROGS CATALOG (CONT'D)

SOURCE: DIRECT MAIL, INTERNET, POS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
INCOME OR AGE	\$10.00/M
CHILD'S AGE OR GENDER	\$15.00/M
DONORS/CONTRIBUTORS	\$10.00/M
SUBSCRIBERS	\$10.00/M
PHONES	\$30.00/M
CREDIT CARD HOLDERS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BODY CENTRAL

LIGHTER SIDE

SWEET & POWERFUL

CUSTOM INK

SIX 7 8TH MAGAZINE

VICTORIA'S SECRET

EASTERN MOUNTAIN SPORTS

SPORTZ KATZ

CONTACT LIST MANAGER: Dorothy@midwestdm.com

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