

PEACE FROGS CATALOG

21,313 12 MONTH BUYERS

\$95.00/M UNIT OF SALE:
\$100.00 AVERAGE

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

GENDER: 70% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: JUNE 2011
NEXT: MARCH 2012

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Midwest Direct Marketing, Inc.

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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	SPORTZ KATZ
CUSTOM INK	MADD	SWEET & POWERFUL
EASTERN MOUNTAIN SPORTS	SIX 7 8TH MAGAZINE	VICTORIA'S SECRET

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com