

## South Africa Scratch Card Respondents List

|                           |                        |
|---------------------------|------------------------|
| <b>Size of Universe</b>   | 30,965                 |
| <b>Price</b>              | \$250/M                |
| <b>Source</b>             | Direct Mail Responders |
| <b>Min Order Quantity</b> | 5,000                  |
| <b>Update Frequency</b>   | Anually                |

|                     |        |
|---------------------|--------|
| ✉ <b>Postal</b>     | 30,965 |
| @ <b>eMail</b>      | N/A    |
| ☎ <b>Landline</b>   | N/A    |
| ☎ <b>Cell Phone</b> | N/A    |

### DESCRIPTION

This list includes active responders in South Africa who enjoy playing games of chance via direct mail. After responding to a mail piece or insert, these individuals received a SMS confirmation which delivered their lucky numbers. Next, they mailed their lucky numbers to enter a large cash drawing.

### SELECT

Recency \$25/M  
Geo-Select \$10/M  
Gender \$5/M  
Age \$5/M

### USAGE

Consumer Products  
Hobbies/Interests  
Herbal Supplements/WeightLoss  
Sweepstakes/Contests

### RESTRICTIONS

Sample mail piece required. Net name 100%.  
\$150 Flat cancellation fee.

### LIST TERMS

The list is supplied for a one-time use. The list is seeded to detect unauthorized use. A sample mail piece must be submitted for the list owner's approval. Full payment must be received before the order will be dispatched.

### CANCELLATION POLICY

Orders cancelled 5 days prior to or after original mail date will require payment in full. Orders cancelled before the mail date will be subject to a \$150/file fee plus \$10/M running charges, plus production fees. The mailer will incur extra fees in addition to normal cancellation charges for names cancelled post merge/purge.

### PROCESSING OF ORDER AND DELIVERY

Allow one week upon receipt of the confirmed order.