

Toy Collection

2010 Mailing List Services

Rent prospecting names to supplement your store list for your promotional mailings. Select qualified names by zip code, income, age and/or presence of children to find the best match for potential customers. Rent names for a single mailing, or save with 12 months of unlimited use. Source codes available to track your response.

Rented Mailing Lists: *Select households by zip codes, income levels, parents (kids age 0-10), grandparents (age 55+), single family homes, etc.*

\$70 /thousand one-time use

\$100 /thousand unlimited 12-month use

\$300 minimum • 10% discounts 20,000+ • 15% discount 30,000+

Resident/Occupant Lists: *Select carrier routes and mail to all households in those neighborhoods for greater postal savings. Mail will be addressed "To our friends at".*

\$20 /thousand (one-time use only)

\$100 minimum • 10% discounts 20,000+ • 15% discount 30,000+

Merge/Purge Service: *Combine multiple lists (i.e. store + rental) and remove duplicates.*

\$225 for 2 lists • add \$30 for each additional file • add \$75 files >50,000 records

Rush fee of \$100 applies to Holiday Catalog lists sent after June 18*

Append Service: *Compile multiple lists without deduplication service.*

\$30 per additional file.

NCOA: *National Change of Address updates addresses for any of your customers that may have moved within the last 18 months. 48 month service also available on request.*

\$50 up to 18,000 records • \$75 up to 30,000 records

List Clean-Up or other file manipulation: \$60/hour

Request for Rental List Counts: *There is no charge to review list counts, pay only for the final quantity you choose to rent.*

Zip Codes:

Run same zips as last year

Run all zips in _____ mile radius of my store

Run these zips, cities or counties:

Household type: check all to apply

Households with kids age 0-5 *new!*

Households with kids age 0-10

Household head 55+ (Grandparents)

All households (use income select)

Resident/Occupant (no income select)

Household income:

Greater than \$40,000

Greater than \$50,000

Greater than \$60,000

Greater than \$75,000

Greater than \$100,000

Rental Usage: One-time use 12-month use

Service requested: Merge/Purge* Append NCOA Clean-Up

Quantity Rentals (approx.): _____ **Quantity Store List (approx.):** _____

Bulk Quantity Catalogs: _____ (we recommend 100-200 catalogs for store use)

*For Holiday Catalog Merge/Purge service, send store list to lists@toycollection.com by 6/18.

Store Name: _____

Contact: _____ **Email:** _____

Please contact us with questions or return this form by fax or email:
(866) 237-0189 • FAX (866) 480-2347 • info@toycollection.com