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Buy.com

TOTAL FILE: 1,089,036

BASE PRICE: \$90/CPM

HDTV, home entertainment systems, audio components, cell phones, computers, and games are just some of the products of our Hi Tech Enthusiasts that purchase from www.buy.com. These consumers want the best for themselves and their families and are interested in purchasing the latest and most innovative pieces of technology. With the constant release of new cutting edge electronic gadgets such as IPODs, Flat screen TVs, and satellite radio, these tech-savvy individuals are exceptionally attracted to product offers and services and expect to hear about the latest and most trendy deals available.

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Credit Card Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA and ECOA quarterly, new names added daily.