

AUCTIONS ONLINE

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| 785,444 | 12 MONTH PARTICIPANTS | \$100.00/M | UNIT OF SALE: |
| 509,683 | 6 MONTH RECENCY | +\$10.00/M | \$300.00 AVERAGE |
| 330,722 | 3 MONTH RECENCY | +\$15.00/M | |
| 214,116 | 1 MONTH RECENCY | +\$20.00/M | GENDER: SELECTABLE |
| | EMAIL ADDRESSES | +\$50.00/M | |

AN ONLINE AUCTION IS AN AUCTION WHICH IS HELD OVER THE INTERNET. IT IS THE PROCESS OF BUYING AND SELLING GOODS OR SERVICES BY OFFERING THEM UP FOR BID, TAKING THE BIDS, AND THEN SELLING THE ITEM TO THE HIGHEST BIDDER. ONLINE AUCTIONS GIVE THE BIDDER THE FLEXIBILITY TO MONITOR THEIR BID ITEM FROM HOME, WORK OR WHILE TRAVELING. BIDS ARE PLACED VIA THE INTERNET USING A HOME COMPUTER, LAPTOP OR ANY MOBILE DEVICE.

MINIMUM: 5,000
SAMPLE REQUIRED
UPDATED MONTHLY

WHILE AUCTIONS ARE MOST ASSOCIATED IN THE PUBLIC IMAGINATION WITH THE SALE OF ANTIQUES, PAINTINGS, RARE COLLECTIBLES AND EXPENSIVE WINES, AUCTIONS ARE ALSO USED FOR GUNS, CARS, JEWELRY, APPLIANCES, ELECTRONICS, TOOLS, FURNITURE, EQUIPMENT, HOMES AND RECREATIONAL VEHICLES.

THESE DEAL SHOPPERS AND SELLERS USE SITES SUCH AS EBAY, PURPLEWAVE, EQUIPBID, GOVDEALS, LIQUIDATION.COM THEY PAY THEIR WINNING BIDS THRU PAY PAL OR WITH THEIR CREDIT CARDS.

SELECTIONS AVAILABLE @ \$10/M:

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| HOUSEHOLD DEMOGRAPHICS | AGE OR INCOME | GENDER |
| CHILDREN BY AGE/GENDER | MOB/SUBSCRIBER | HOME VALUE |
| HUNTING EQUIP/GUNS | PLANTS/GARDENING | CRAFTS |
| AUTOMOBILE TYPE | SHOP TOOLS | APPAREL |
| PETS BY TYPE | SPORTS BY TYPE | ANTIQUES |
| COINS OR JEWELRY | ARTWORK | COOKING |
| MUSICAL INSTRUMENTS | ELECTRONICS | GADGETS |
| APPLIANCES | FARM/RANCH | TRAVEL |

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% DIRECT REGISTRATION

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
| AGE, INCOME, SEX, LOR, DONORS | \$10.00/M |
| MAIL ORDER BUYERS | \$10.00/M |
| TELEPHONE NUMBERS | \$30.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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