

ROADGEAR

Hi-Performance Motorcycle Gear

		BASE
26,000	3 Month Motorcycle Enthusiasts	+ \$12/M
45,000	6 Month Motorcycle Enthusiasts	+ \$10/M
81,000	12 Month Motorcycle Enthusiasts	+ \$6/M
101,869	24 Month Motorcycle Enthusiasts	\$100/M
72,956	12 Month Email Addresses	\$145/M
	Fundraising Rate Postal (Selects Waived)	\$80/M
	Fundraising Rate Email (Selects Waived)	\$125/M

DESCRIPTION:

Since 1991, **ROADGEAR** has been the premier source for high-end motorcycle apparel, accessories, luggage and camping gear. **ROADGEAR** caters to serious "cruisers" who take extensive touring vacations on their motorcycles and consider adventure riding a lifestyle rather than a hobby. **ROADGEAR** buyers are primarily owners of bike brands such as BMW, Honda Gold Wing, Moto Guzzi and Ducati. With an average order over \$250, these buyers expect every item in the **ROADGEAR** product line to offer a unique combination of extreme functionality, maximum value and leading-edge design.

Visit the **ROADGEAR** website at: www.roadgear.com

These active outdoorsmen and adventurers boast impressive demographics:

- Median age is 46
- \$160,000+ average income
- 98% currently own at least one motorcycle
- Mostly well-educated white collar professionals

MARKETING TARGETS:

TEST the **ROADGEAR** lists for offers like these: motorcycle magazines, travel, photography, adult products and magazines, outdoor/camping, DIY, sports, wines, cigars, electronics and other symbols of an active and affluent lifestyle.

POSTAL ORDER CANCELLATION POLICY:

After Shipping & Before Mail Date:

\$50/F plus run charges, selects, output costs and shipping costs will be due.

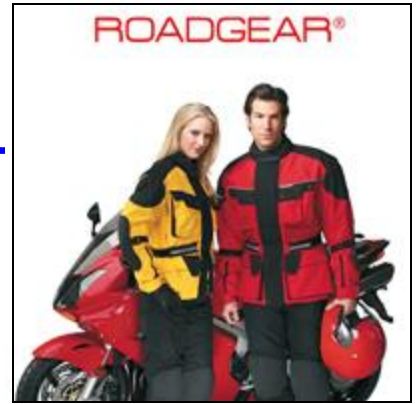
After Mail Date:

Full amount of invoice will be due.

EMAIL ORDER CANCELLATION POLICY:

After Test Broadcast & Prior to Final Broadcast:

\$50/F plus run charges and selects will be due.



Selections:

3 Month Recency	\$12/M
6 Month Recency	\$10/M
12 Month Recency	\$6/M
Dollar Amount	\$16/M
SCF/State	\$8/M

Gender: Mostly Male (not selectable)

Addressing:

Run Charges	\$10/M
Email	\$65/F
Key Coding	\$3/M

Minimum Order:

Postal	5,000
Email	10,000

Broadcast Service Processing:

Deployment	\$30/M (\$300 minimum)
Opt-out file suppression	\$1.50/M (\$125 minimum)
Personalization	\$75/F
Image Hosting	\$15/M (\$75/F minimum)
HTML Editing	\$100/Hour (1 hour minimum)
Rush Fee	Inquire (3 days or less)
Tracking Reports	N/C

Avg. Unit of Sale: \$250.00

Source: Online Buyers, Motorcycle Club Members, Trade Show and Rally Attendees

Sample Mailing Piece Required

Contact:

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File updates daily

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