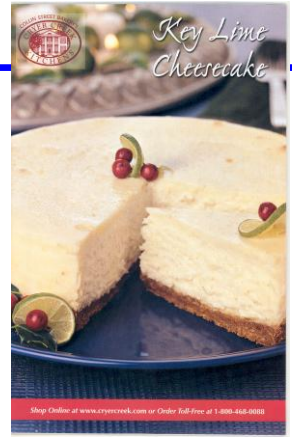


CRYER CREEK KITCHENS

A Division of Collin Street Bakery



19,226	Universe (36 Month Buyers)	\$90/M
13,234	24 Month Catalog Buyers	+ \$6/M
7,764	12 Month Catalog Buyers	+ \$12/M
	Competitive Offers	+ \$20/M
	Publishing Rate/Fundraising Rate	\$75/M

DESCRIPTION:

The loyal customers of **Cryer Creek Kitchens** are catalog buyers who have purchased baked goods and other food gifts to surprise and delight family and friends during holiday seasons and year-round.

Since 1986, **Cryer Creek Kitchens**, a Collin Street Bakery subsidiary, has provided buyers with a delectable assortment of pecan and fudge pies, fruitcakes, pound cakes, cheesecakes, cookies, nuts, candy and coffee through its extensive mail order catalog.

MARKETING TARGETS:

Cryer Creek Kitchens customers are excellent prospects for other specialty food, gift, apparel and general merchandise catalogs and also fundraising, publishing, and collectible offers.

TERMS AND CONDITIONS:

No telemarketing allowed.

CANCELLATION POLICY:

After Shipping & Before Mail Date:

\$75/F plus run charges, selects, output costs and/or shipping costs, due within 30 days.

After Mail Date:

Full amount of invoice is due.

Selections:

SCF/ZIP/State	\$8/M
Gender	\$8/M
24 Month Recency	\$6/M
12 Month Recency	\$12/M
6 Month Recency	\$17/M
3 Month Recency	\$22/M
\$25+ Buyers	\$22/M
\$35+ Buyers	\$25/M
\$50+ Buyers	\$32/M
Gift/Personal Use	\$8/M
Competitive Rate	\$20/M
Run Charges	\$8.50/M

Average Unit of Sale: \$64.00

Gender: Female (24 mo) 7,358
Male (24 mo) 4,333

Addressing:

CD-ROM/E-mail/FTP	\$50/F
Cartridge/MagTape/Diskette	\$40/F
Key Coding	\$3/M
Zip Tape	\$30/F

Minimum Order: 5,000

Contact :

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Updates: Seasonally

Last Update: July 2011

Names Thru: June 2011

Next Update: Oct. 2011

07.27.11

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