



57 South Parliman Road - Lagrangeville, NY 12540 ph.845.223.5178 fax.845.223.3975

Please take the time to review our list management proposal and consider the benefits that you can expect from a relationship with **List Logic**.

List Logic delivers a number of services to our list owners including consultative selling techniques, comprehensive reports, and a responsive knowledgeable staff.

List Logic will **PROMOTE** your customer and/or prospect list(s).

- 1) Subject to your approval, data cards and other promotional material will be created to include information pertinent to prospective mailers. If your universe of names is large enough to exceed minimum order requirements, we recommend compiling a separate data card for each publication and/or market segment and offer as many selections on your list(s) as possible.
- 2) Once the data cards meet your approval, they are mailed to segments of our promotion file, which contains over one thousand brokers and mailers. We contact brokers and mailers regularly by telephone, fax, mailings, and email broadcasting. We believe that keeping these list professionals informed, is the best way to maximize sales.
- 3) Your list information will be published in the SRDS Directory of Mailing Lists, on-line list information services, and bulletin boards such as the mIn (Marketing Information Services).
- 4) We will place a special emphasis on developing new tests from information contained in your usage history.
- 5) **List Logic** will also seek opportunities to arrange list exchanges and reciprocal list rentals.

All promotional materials and strategies must meet the standards and full approval of our list owners before its release.

List Logic will confer with you with suggestions to create **ADDITIONAL SALES OPPORTUNITIES**, such as:

- Consider making specific "selections" available if possible. For example: area of interest, job title, function, company size, purchase authority, telephone numbers, email addresses, etc. Specific list selections result in additional revenue.
- Consider offering volume discounts to frequent users of your list(s). This will enhance its appeal and encourage frequent use, while enabling us to forecast a certain level of usage over a set period of time.
- Consider exchanges or reciprocal list rentals for slightly competitive offers.



57 South Parliman Road - Lagrangeville, NY 12540 ph.845.223.5178 fax.845.223.3975

- Consider offering your list(s) at a lower cost to consumer mailers and fundraisers.
- Consider allowing certain non-competitive companies to use your list for telemarketing.

List Logic is committed to identifying and pursuing list sales and thus maximizing your list revenue. We welcome your suggestions and feedback with regard to this objective and look forward to a prosperous relationship.

List Logic understands the importance of **LIST SECURITY AND INTEGRITY** and we engage in a number of measures to insure the appropriate use of our managed lists.

We seed our managed lists which enables us to monitor the use. By adding decoy names to insure its appropriate use and provide actual evidence if any unauthorized use should occur.

Part of the security process requires new customers to sign our standard List Rental Agreement. This Agreement and its terms may be modified to meet your requirements.

All correspondence with the broker/mailer pertaining to list rental transactions will specify that the terms are strictly for one time use only.

All list rental orders are subject to the expressed written approval of our list owner before processing.

ACCOUNTING, MONTHLY REPORTS and COLLECTIONS:

On or before the fifteenth of each month our list owners receive the amount of net revenues actually paid to **List Logic** for the previous month.

Two monthly reports will accompany your payment:

- 1) A Payable Report that shows each invoice paid for the previous month and your net "total" will coincide with the amount of payment remitted for that month.
- 2) A Receivable/Usage Report that itemizes all pending invoices and the due dates. This report also provides information such as the mailer, offer, quantity and relevant dates.

List Logic has the software and technology to create any number of reports, and we will gladly discuss how we may create custom reports to accommodate your specific requirements. We have invested in what we believe to be the best software available to the List Management and List Brokerage community, Powerlist. With Powerlist, we are able to create a variety of informative reports. We are also able to enter, track, process, and invoice orders quickly and efficiently. Every piece of data entered into Powerlist can be sorted and output to produce an appropriate, informative report.



57 South Parliman Road - Lagrangeville, NY 12540 ph.845.223.5178 fax.845.223.3975

COMMISSIONS:

List Logic will retain 30% of the net revenue due to the list owner. Net revenues include all charges to the customer not including the processing fees. Processing fees are normally collected by List Logic and passed along to the appropriate service bureau.

List Logic will be responsible to pay for:

- Commission to recognized list brokers and ad agencies.
- Costs associated with sales promotions, advertising, and marketing as defined in this proposal.
- Travel, telephone, and postage costs related to the sales of your list(s).
- Costs associated with billing, reporting, and collections.

The list owner will incur the cost of **LIST MAINTENANCE**.

It is optional to have **List Logic** deduct the actual cost of updates and file maintenance from your proceeds, if that is preferred. There is no additional cost for this service. The most efficient and practical option pertaining to the list maintenance and processing is a service bureau. We will be glad to work with your current service bureau or recommend a good service bureau and assist you with the arrangements if you choose.

OUR STAFF of competent list professionals will conduct your list management operations efficiently. Each one of us is sensitive to the importance of good customer service and professionalism. We are prepared to answer questions, perform tasks, and be knowledgeable and responsive. We are confident that you will benefit from working with **List Logic** as your List Manager. We look forward to demonstrating our ability to maximize your list revenue with courteous and efficient communication.

We welcome the opportunity to address any questions or concerns that you may have and discuss your specific list management requirements.

Please feel free to contact us.

Sincerely,

Kathryn J. Zambraski
LIST LOGIC
57 South Parliman Road
Lagrangeville, NY 12540
845.223.5178
kate@listlogic.com