

# Moran Direct, Inc.

710 N. Post Oak Rd., Ste 520 – Houston, TX 77024  
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## NEW BRAUNFELS SMOKEHOUSE

Updated 4/25/2011

### Counts

41,386	2010 Buyers (thru 12/31/10).....	\$110/M
21,491	2009 Buyers (13-24 Mos.) .....	\$100/M
	Fundraiser/Publisher Rate .....	\$75/M
	Competitive Food Offers.....	\$120.00/M

*Since 1945, the New Braunfels Smokehouse has offered the finest selection of hickory-smoked meats, gift items, baked goods, and condiments. Buyers from all 50 states have purchased from an array of delicious and unique gift ideas such as: Hickory-Smoked Turkey, Spiral Sliced and Honey Glazed Ham, Smoked Brisket and 7 flavors of Jerky. Samplers come in every price and product range, and we recently added Pet Treats made with 100% beef and turkey for man's best friend. For those with a sweet tooth, we offer our own Cowboy Cookies and Bread Pudding, as well as Southern Pecan Pie, to name just a few. These mail order and internet buyers purchase for themselves as well as for gifts.*

### **Profile: 90% Direct Mail, 10% Internet**

- 48% Female; 43% Male; 9% Unknown
- Average Purchase \$130.00
- This file is updated once a year

### **Selection Charges**

- State/SCF/Zip ..... \$6.00/M
- Gender Select ..... \$5.00/M
- Key Code ..... \$2.50/M
- Dollar Amount: 2010 Buyers
  - ◆ \$50+ Buyers (Qty. 34,526) ..... \$20.00/M
  - ◆ \$75+ Buyers (Qty. 28,745) ..... \$25.00/M
  - ◆ \$100+ Buyers (Qty. 24,668) ..... \$30.00/M
- Magnetic Tape (Non-Refundable) ..... \$25.00/Flat
- P/S Labels ..... \$ 7.50/M
- FTP Service ..... \$35.00/Flat
- Rush Service Available

Minimum Order: 5,000 Sample Mailing Piece Required

Commissions: 20% to SRDS Listed Brokers; 10% to Agencies and In-house Brokers

Inquire about Running Charges Fees for Canceled Orders

For additional information, or to place an order, please contact Yvonne Moran  
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