

# Moran Direct, Inc.

710 N. Post Oak Rd., Ste 520 – Houston, TX 77024

Telephone: 713-880-3725 – Fax: 713-263-7647

## Priester's Pecans

Updated March 16, 2010

### Counts

21,082	2009 Buyers (thru 12/31/09) .....	\$95.00/M
12,953	2008 Buyers (13-24 Mos.) .....	\$90.00/M
12,102	2007 Buyers (25-36 Mos.) .....	\$85.00/M
	Fundraiser/Publisher Rate .....	\$70.00/M
	Competitive Offers for Food Mailers .....	\$115.00/M

*Since 1935 Priester's Pecans has offered the finest selection of homemade candies, baked goods, and pecans. Buyers have purchased from an array of delicious and unique gift ideas such as: Dixie Dandies, The Kernel's Sampler, Toasted Pecan Brittle, and more. These mail order buyers purchase for themselves as well as for gifts.*

### Profile

- 100% Direct Mail
- 63% Female
- Average Purchase \$78
- This file is updated once a year.

### Selection Charges

- State/SCF/Zip .....
- Gender Select .....
- Key Code .....
- Dollar Amount: 2009 Buyers
  - ◆ \$25+ Buyers (Qty. 17,672) .....
  - ◆ \$40+ Buyers (Qty. 13,185) .....
  - ◆ \$50+ Buyers (Qty. 10,467) .....
- Magnetic Tape (Non-Refundable) .....
- P/S Labels .....
- FTP Service .....
- Rush Charge (72 Hour Service) .....

Minimum Order: 5,000 Sample Mailing Piece Required

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

Inquire about Running Charge Fees for Canceled Orders.

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