

# Peerless Media List Rental Rate Card



Current Advertiser Discounted Rates		
Quantities	Email Deployments	
	Initial Email	Resend to Unopens <sup>1</sup>
Under 2,000	Flat \$900	Flat \$500
2,000 - 4,999	\$400/M	\$260/M
5,000 - 9,999	\$320/M	\$210/M
10,000 - 29,999	\$300/M	\$200/M
30,000 or more	\$250/M	\$165/M

Non-Advertiser Rates		
Quantities	Email Deployments	
	Initial Email	Resend to Unopens <sup>1</sup>
Under 2,000	\$1,200 flat rate	\$800 flat rate
2,000 - 4,999	\$510/M	\$330/M
5,000 - 9,999	\$410/M	\$270/M
10,000 - 29,999	\$410/M	\$270/M
30,000 or more	\$300/M	\$200/M

Quantities	Postal/Phone Lists	
	Postal only	Postal + Phone
Under 2,000	Flat \$500	Flat \$800
2,000 - 4,999	\$240/M	\$330/M
5,000 - 9,999	\$150/M	\$230/M
10,000 - 29,999	\$140/M	\$200/M
30,000 or more	\$120/M	\$170/M

Quantities	Postal/Phone Lists	
	Postal only	Postal + Phone
Under 2,000	\$750 flat	\$1,100 flat
2,000 - 4,999	\$260/M	\$350/M
5,000 - 9,999	\$160/M	\$260/M
10,000 - 29,999	\$160/M	\$260/M
30,000 or more	\$140/M	\$210/M

Selection Fees	Waived for current advertisers.
Email Creative Fees	If required, \$350 per project minimum.

Selection Fees	\$20/demographic or geographic selection.
Email Creative Fees	If required, \$350 per project minimum.

<sup>1</sup> Resend of original creative, subject line change permitted.

General Terms and Conditions
<p>1. The one time use of this list(s) and associated data shall be limited solely and exclusively to the agreed upon offer as described in the sample creative piece approved by Peerless Media. The List Renter acquires <b>no ownership or rights to further usage of the names or data associated with the list(s)</b> unless specifically arranged prior to the campaign deployment.</p> <p>2. <b>Billing is based on gross names selected for the deployment and response rates are not guaranteed.</b> Every effort will be made to deliver emails to the agreed upon quantity of Peerless Media email addresses per the insertion order. In cases where we have more targeted prospects than the delivery target, we will adjust our deployment volume to anticipate a small number of names that may not be deliverable on the day of broadcast. In cases where the client is requesting that we send to "all available" for a desired target selection, the total delivered on behalf of the List Renter may be 1-3% lower than the selected amount as email addresses are constantly changing and opt-outs are updated prior to each campaign.</p> <p>3. Peerless Media will directly handle all email deployment. The List Renter has no permission to access, obtain, or view the list data for email deployments.</p> <p>4. Peerless Media represents and warrants that Peerless Media will act in compliance with the Federal "Can-Spam" Act of 2003 and the List Renter represents and warrants that the List Renter will act in compliance with the Federal "Can-Spam" Act of 2003.</p> <p>5. Orders must be cancelled in writing and received by Peerless Media prior to stated transmission date. Orders cancelled prior to the stated date but after the testing process will incur a \$100/Flat cancellation fee plus all associated costs incurred by Peerless Media related to the transmission. The List Renter will incur full charges if the cancellation is received after the names have been pulled and final approval has been granted by the List Renter.</p> <p>6. List Renter hereby agrees that the above stated conditions are in effect for a full calendar year from the date of signature below and that these conditions apply to every order placed with Peerless Media within that calendar year.</p> <p>7. The content of each email deployment message, including "From" and "Subject" line, is subject to the review and approval of Peerless Media.</p> <p>8. Delivery and click-through tracking for email deployments is available and will be provided to the List Renter no sooner than 72 hours after the deployment of the campaign.</p>