

Legacy Learning Systems Instructional Course Masterfile



Description:

Legacy Learning Systems provides multimedia training courses in the areas of music, dance and other hobbies that require precision and technique.

These motivated individuals want to achieve a personal goal of mastering new techniques and performance abilities.

Customers placed orders online for comprehensive courses consisting of audio CDs, DVDs, printed materials and online support.

Specific Title Selects:

Drums	1,052
Guitar	39,872
Piano	11,007
Ballroom Dance	1,450

This file should work well for all types instructional offers, Self-help books, Musical Magazines and Hobby offers.

For more information, please contact Mary Thompson at mthompson@infomatbiz.com

List Usage:

Musician's Friend

Total File
51,944 \$150/M

10,609 - 6mo. Hotline + \$15/M

45,649 – Email Addresses Available

List Profile
Source: Direct Mail/email
Average
Unit of sale: \$219-\$249
Gender: 73% Male
22% Female

Other Selections
Title Select \$10/M
Zip: \$8/M
SCF: \$8/M
State: \$8/M
Gender: \$8/M

Addressing
Email/FTP: \$55 flat fee

Requirements
A signed List Rental Agreement is required for all orders. A current sample mailing piece is required for List owner approval. All orders are for a one-time use only.

Commission/Fees
20% commission to brokers.
Orders cancelled after mail date are due and payable in full. Orders cancelled after production are subject to run charges of \$10/M, plus any selection and shipping charge and a \$50 cancellation fee.
Pre-payment required for all new customers. A 45-day payment guarantee from mail date required with all orders. Re-uses must be pre-cleared.

Minimum Order: 5,000

Maintenance: Bi-Annual

Updated 02/10