

# Under The Radar Newsletter

## NEW TO THE MARKET

### Description

Recipients to a newsletter edited for financial and investment professionals, corporate executives, day traders and financial institutions. Under The Radar is a monthly newsletter that is focused on high beta stocks emphasizing actionable trading ideas and is marketed to institutional investors, buy-side as well as sell-side venture capitalists, hedge funds, investment banking firms and financial advisors.

This electronic newsletter is designed to analyze current market information on high volatility stocks and is prepared for sophisticated investors who understand the hidden value in such stocks. The underlying premise of this newsletter is to produce information by analysts and institutional managers for the professional investment community.

#### Visitors:

USA	70%
Canada	10%
Asia	17%
Europe	13%

#### Trading Frequency:

More than once a week	48%
Once a week	10%
Once month	25%
More than 6 times a year	12%
Less than 6 times a year	5%

**Recommended Usage:** Online Investing, Financial Newsletters, Health & Fitness, Travel & Leisure.

### Delivery schedule

5 working days

**For more information, call Tina Fonteno at 310-212-5944 ext. 150, or email [listmgr@infomatbiz.com](mailto:listmgr@infomatbiz.com).**



## InfoMat, Inc.

Integrity, honesty and great customer service

### Total file

382,568 \$145/M

### Quarterly hotline

26,792 \$160/M

Non-financial offers \$100/M+HL

Source: 10% Internet, 10% Direct Mail, 80% Call center

Gender: 69% Men, 31% Female

Average Age: 40-55

Average sale: \$499/year

Income: \$80-\$120K

Updated: 4/15/08

### Other selections

SCF: \$10/M

Gender: \$10/M

State: \$10/M

Zip: \$10/M

### Addressing

Email/FTP \$55/F

A signed List Rental Agreement is required for all list orders. Sample mailing piece is required for List Owner approval. All rentals are for a one-time usage only.

### Commission, Credit Policy, Fees

20% commission to brokers. Lead generation \$40/M. Cancel charges: 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 charges, and a \$50 cancellation fee. Prepayment required for new customers. 45-day payment guarantee from mail date required with all orders.

Re-uses must be cleared by the List Owner prior to mailing.

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