

Mail order buyers of Jewish books, videos, gifts  
and music products.

Average unit of sale: \$40.00

Sample mail piece and mail date required for  
approval.

20,533

\$75.00/M

5,000

DIRECT MAIL

SEMI ANNUALLY

4-UP CHESHIRE

4-UP PSL \$ 7.50

MAG TAPE \$25.00

SCF \$6.00/M

ZIP \$6.00/M

STATE \$6.00/M

KEYING \$3.00/M

DINY HURWITZ

Last Updated: September 2005