

JEWISH LITERARY BOOK BUYERS

Individuals who purchased books from the Rosset Mail Order Book Catalog. They are 100% direct mail responsive. Books purchased are of general Jewish interest. Most placed multiple book orders.

Average unit of sale: \$40.00

Sample mailing piece required.

ROSSEL

1,519

\$200.00/F

Entire File

Direct Mail

Annually

4-UP Cheshire N/C
4-UP PSL \$7.50/M
CD \$50.00/F
EMAIL \$60.00/F
FTP \$60.00/F

SCF \$6.00/M
Zip \$6.00/M
State \$6.00/M
Gender \$10.00/M
Keying \$5.00/M

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Milwaukee • Washington



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