

**THE LEAFLET MISSAL COMPANY MAIL ORDER BUYERS**

43,514 13-24 MONTH BUYERS	\$100.00/M
50,384 12-MONTH BUYERS	+ \$5.00/M
32,391 6-MONTH BUYERS	+ \$10.00/M
22,023 3-MONTH BUYERS	+ \$15.00/M
4,554 12-MONTH REQUESTORS	\$80.00/M
NON-RECIPROCAL FEE	+ \$15.00/M

Minimum order: 7,500

Source: Direct Mail  
Unit of Sale: \$65.00

Sample Mailing Piece  
Required.

Updated: Quarterly  
Last: August 2009

Family owned and operated for over 80 years. The Leaflet Missal Company is one of the largest direct marketers--catalog and website--of religious merchandise in the nation. Primarily serving the Roman Catholic community. Leaflet Missal Catalog offers religious items that meet the needs of Christian of all faiths, for both Clergy and Laity.

The Leaflet Missal Catalog, offers thousands of items, more than books and Bibles, also Christmas merchandise, Statues, Religious Videos and DVD's, Clergy and Casual Apparel, Novels, History Books, as well as Church Goods, Home and Garden items and beautiful Religious Artwork. Average age 60. 21% male; 64% female.

Product Selects + \$10/M:	
21,038 Religious Art	42,431 Books
26,149 Jewelry	26,825 Children's Merchandise
17,114 Music/DVD	76,639 Miscellaneous Religious Items

**ADDRESSING:** E-Mail: \$35.00

**SELECTIONS:** Keying \$5.00/M  
Clergy/Laity \$5.00/M  
Gender \$8.00/M  
Zip/SCF/State \$8.00/M

**TERMS AND CONDITIONS**

1. We believe the information concerning this list to be accurate but we cannot guarantee its accuracy or the outcome of the mailing.
2. Stated prices are for the one-time use only. Multiple and unlimited use arrangements available on some lists.
3. Net name arrangements are available on large orders for many lists.
4. Commissions are paid to recognized brokers and advertising agencies at standard industry rates.
5. Catholic Church/School Market reserves the right to require prepayment on any order.
6. Payment in full is required within 30 days of our invoice date.
7. Cancellations must be in writing and accompanied by the returned names and are subject to cancellation and running charges. Orders cancelled after mail date on purchase order will be charged the full price.
8. We are not liable for any damages or loss sustained through use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of the list.