

# ROADGEAR OPT IN **e**MAIL

Hi-Performance Motorcycle Gear

72,956	12 Month Motorcycle Enthusiasts at Email Address	<b>BASE</b> \$145/M
	Fundraising Rate Email (Selects Waived)	\$125/M

## DESCRIPTION:

Since 1991, **ROADGEAR** has been the premier source for high-end motorcycle apparel, accessories, luggage and camping gear. **ROADGEAR** caters to serious "cruisers" who take extensive touring vacations and consider adventure riding a lifestyle rather than a hobby. **ROADGEAR** buyers are primarily owners of bike brands such as BMW, Honda Gold Wing, Moto Guzzi and Ducati. With an average order over \$250, these buyers expect every item in the **ROADGEAR** product line to offer a unique combination of extreme functionality, maximum value and leading-edge design.

Visit the **ROADGEAR** website at: [www.roadgear.com](http://www.roadgear.com)

These active outdoorsmen and adventurers boast impressive demographics:

- Median age is 46
- \$160,000+ average income
- 98% currently own at least one motorcycle
- Mostly well-educated white collar professionals

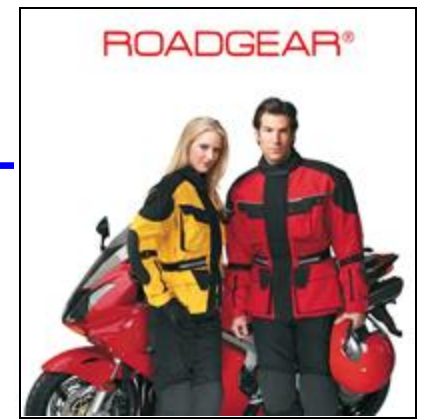
## MARKETING TARGETS:

TEST the **ROADGEAR** lists for offers like these: motorcycle magazines, travel, photography, adult products and magazines, outdoor/camping, DIY, sports, wines, cigars, electronics and other symbols of an active and affluent lifestyle.

## EMAIL ORDER CANCELLATION POLICY:

**After Test Broadcast & Prior to Final Broadcast:**

\$50/F plus run charges and selects will be due.



## Selections:

3 Month Recency	\$12/M
6 Month Recency	\$10/M
12 Month Recency	\$6/M
Dollar Amount	\$16/M
SCF/State	\$8/M

## Gender:

Mostly Male  
(not selectable)

## Broadcast Service Processing:

Deployment	\$30/M (\$300 minimum)
Opt-out file suppression	\$1.50/M (\$125 minimum)
Personalization	\$75/F
Image Hosting	\$15/M (\$75/F minimum)
HTML Editing	\$100/Hour (1 hour minimum)
Rush Fee	Inquire (3 days or less)
Tracking Reports	N/C

**Minimum Order:** 10,000

**Avg. Unit of Sale:** \$250.00

**Source:** Online Buyers, Motorcycle Club Members, Trade Show and Rally Attendees

**Billing based on net delivered emails.**

## Contact:

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**File updates daily.**

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