



|  | Data Type | Count   | Base Cost |
|--|-----------|---------|-----------|
|  | Postal    | 113,311 | £140/000  |
|  | Telephone | 79,227  | £195/000  |

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

### Background

With both business and consumer clients, Map Marketing have created a highly successful business providing everything from sales territory maps to atlases and even map-based jigsaw puzzles. Their own leads are generated through inserts and off the page advertising in up-market B2B and B2C magazines and quality broadsheet newspapers, giving you access to senior business executives and proven up-market mail order buyers.

Map Marketing uses sophisticated digital technology to supply businesses with UK postcode maps, and all manner of business planning maps for sales, distribution and other marketing activities. As well as jigsaw maps, consumers can buy maps based on their home location, including Ariel photographs and heritage maps, plus CD-ROMS of the world, Ordnance Survey maps and motoring maps.

This is an excellent list for all kinds of consumer and business offers, especially mail order, including training and development, IT and internet offers, publishing, financial services and charities.

### Selections

| Criteria Available | Cost |
|--------------------|------|
| Geographic         | £10  |
| Gender             | £10  |

|                                     |     |
|-------------------------------------|-----|
| DMA Broker Commission               | 20% |
| Delivery Charge                     | £30 |
| Counts - 48 hours/Delivery - 3 days |     |

### Recommended Users

|                       |
|-----------------------|
| Mail Order            |
| Financial Services    |
| Charities             |
| Conference & Training |

### Restrictions

|                               |
|-------------------------------|
| Minimum Order – 5,000 records |
| Sample mailing piece required |

### Terms & Conditions

**Net Names** - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

**Payment** - 30 days from invoice date. Surcharge applicable on all card transactions.

**Cancellation Fee** - £100 + delivery + £8/000 + selections

ICC Marketing Services **Tel:** +44 (0)20 8481 7378 | **Fax:** +44 (0)20 8783 1940  
**Email:** info@iccmarketingservices.co.uk **Web:** www.icc.co.uk

Registered office: Field House, 72 Oldfield Road, Hampton, Middlesex, TW12 2HQ  
Registered In England and Wales Company number: 02588823