

IMS Direct Response Spots

New spots from networks monitored, listed alphabetically.

NEW for the Week Ending January 4, 2008

IMS Logo indicates new offer, price, version or markete

Product Name	Marketing Company	Description	TRT	Price	S/H	Phone	Category
Beat the Bogey Man	Travis Fox Merchandise, LLC	Golf instructions on DVD	:60	\$99.99	\$14.95	800-363-2325	Educ. & Self Help
Contour Win-A-Bed	New Era Media, LLC	Adjustable beds	:60	\$0.00	\$0.00	800-759-2976	Household
DR Roto-Hog Tiller	CHP, Inc.	Power tiller	:60	\$0.00	\$0.00	800-718-9881	Household
Easy Curves	Savvier, LP	Exercise device	IMS :120	\$9.99	\$12.83	800-677-8022	Health & Fitness
eDiets	eDiets.com, Inc.	Diet plan	IMS :120	\$0.00	\$0.00	800-348-1852	Health & Fitness
Evinrude E-Tec	BRP US, Inc.	Outboard motor information	IMS :60	\$0.00	\$0.00	800-340-8980	Miscellaneous
Fishpen	Telebrands	Compact fishing rod	IMS :120	\$19.98	\$7.99	800-729-7112	Sports
Indian Head Coin	National Collector's Mint	Commemorative coin	IMS :60	\$19.95	\$5.00	800-813-7249	Crafts & Hobbies
Mobility Products	Mobility Prods. Unlmt.	Power wheelchairs	IMS :120	\$0.00	\$0.00	800-972-2993	Personal
Patch Perfect	Eagle Eye Marketing	Grass seed	IMS :60	\$19.95	\$7.95	800-958-5107	Household
Perillo Tours	Perillo Tours	Travel information	IMS :30	\$0.00	\$0.00	800-978-1000	Entertainment
Save A Blade	Exceptional Products, Inc.	Razor blade sharpener	IMS :120	\$14.99	\$7.95	800-884-3898	Household
Sheer Cover	Guthy-Renker Corp.	Skin blemish concealer	IMS :120	\$9.95	\$7.95	800-360-6800	Beauty



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