



HOTLINE DIRECT DONORS

January 2012

SEGMENTS

7,603,979	Universe / Base Rate	\$75.00 /M
1,487,255	Monthly Hotline	+ \$10.00 /M
3,436,188	90 Day Hotline	+ \$5.00 /M

Donor Categories

3,659,439	Health	
1,542,932	Religious	
961,787	Wildlife	
4,784,609	Political	\$60.00/M
	Fundraisers	

DESCRIPTION

Hotline Direct Donor file consists of individuals who have donated to one or more major fundraising appeals. These charitable contributors donate to health, environmental, political and social awareness campaigns. File is selectable by type of appeal.

Average age is 55, mostly homeowners who have reached the empty nest. They are financially stable, socially aware, with strong convictions for the causes they support.

Hotline Direct is a multi-sourced database of hotline buyers, incorporating data from major resources available in the DM industry. Data elements include demographic, lifestyle, transactional, and other behavioral indicators. Only records found on 2 or more sources are retained. The file is totally rebuilt every quarter and then enhanced and verified monthly with an "activity" file, indicating that there has been some transactional activity by the individual in the current month.

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We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS

30 Day Hotline	\$10.00 /M
90 Day Hotline	\$5.00 /M
Credit Card Buyers	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50 /M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00 /M
Pet Owners (Dog, Cat)	\$10.00 /M
New Movers	\$10.00 /M
African American Select	Inquire
Product (Inquire)	\$10.00 /M
Mail Order Buyers	\$10.00 /M
Retail Buyers	\$10.00 /M
TV Generated Buyers	\$10.00 /M
On-line Shoppers	\$10.00 /M
Catalog Shoppers	\$10.00 /M
State/SCF/Zip	\$7.50 /M
	\$20.00 /M

Phone Numbers

GENDER PROFILE

Male:	50%
Female:	50%

MINIMUM ORDER

Quantity:	10,000
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REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed - Please Inquire

KEY CODING

Please inquire

ADDRESSING

CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00 /F



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