



HOTLINE DIRECT DONORS

May 2010

SEGMENTS

7,625,874	Universe / Base Rate	\$75.00 /M
1,416,977	Monthly Hotline	+ \$10.00 /M
3,310,592	90 Day Hotline	+ \$5.00 /M
Donor Categories		
3,287,901	Health	
1,459,123	Religious	
971,025	Wildlife	
4,884,659	Political	
	Fundraisers	\$60.00/M

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	
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GENDER PROFILE	
Male:	50%
Female:	50%
.	
MINIMUM ORDER	
Quantity:	10,000
.	
REUSE	
Please inquire	
.	
TELEMARKETING	
Telemarketing is allowed – Please Inquire	
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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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