



SENIORS WITH A CAUSE - Active Contributors Age 55+

May 2010

SEGMENTS

982,232 Last 90 Day Donors \$75.00 /M

DESCRIPTION

This unique file combines the power of 90 day transactional data with the industry's most responsive direct mail donor files. These are Active Seniors Contributors age 55+. Further enhanced with demographic information, the file identifies seniors who have donated to high profile charitable organizations.

Select by cause: (add \$10/M)

- Health Appeals – 312,508
- Children's Appeals - 257,855
- Political Affiliates -325,717
- Animal Welfare Causes – 171,592
- Veteran Appeals -84,187
- Christian Affiliates- 113,457

Also available:
30 day HL, additional age segmentation, income, specific political affiliation.
Inquire for counts and pricing.

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



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SELECTS

Demographic Selects \$10.00/M
Geo Select \$7.50/M
Gender/Sex \$7.50/M

GENDER PROFILE

Male: 50%
Female: 50%

MINIMUM ORDER

Quantity: 10,000

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