

**SENIORS WITH A CAUSE - Active Contributors Age 55+**

**January 2012**

**SEGMENTS**

1,584,639 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 – 355,702
- Children's Appeals - 327,621
- Political Affiliates – 422,899
- Animal Welfare Causes – 218,014
- Veteran Appeals -107,566
- Christian Affiliates- 161,235

Also available:  
30 day HL, ethnic, 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.

**SELECTS**

Demographic Selects	\$10.00/M
Geo Select	\$7.50/M
Gender/Sex	\$7.50/M
Recency-30 day	\$10.00/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