

Donor Predictor File

5,020,691
303,268

TOTAL UNIVERSE / BASE RATE \$75.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



SELECTS

Age	\$6.00/M
Apparel Buyers	\$7.50/M
Bankcard Holders	\$10.00/M
Book Buyers	\$7.50/M
Children's Products Buyers	\$10.00/M
Donors by Type	\$7.50/M
Ethnicity by Type	\$10.00/M
Food & Wine Buyers	\$7.50/M
Gardening	\$7.50/M
Gender	\$6.00/M
Health & Fitness	\$7.50/M
Income	\$6.00/M
Insurance	\$10.00/M
Investors by Type	\$7.50/M
Magazine Subscribers	\$7.50/M
Online Shoppers	\$10.00/M
Pet Owners	\$7.50/M
Presence of Children	\$5.00/M
Quarterly Hotline	\$5.00/M
State, Zip, SCF	\$5.00/M
Sweepstakes Entrants	\$7.50/M
Travelers	\$7.50/M

Description:

The most responsive donors are repeating donors - those who have donated multiple times and for multiple causes. The Donor Predictor File of multi-donors has the highest propensity of donating again to a variety of causes, ranging from health-related to political causes. We have linked donor responsiveness with our file of recent mail order buyer transaction data to further enhance responsiveness. Consumers on the Donor Predictor File tend to be an older audience which means these are households with grandparents who buy apparel, gardening supplies, health and fitness books, insurance, and a myriad of other products for themselves. And, of course, children's products for their grandchildren also rank high among their purchases.

Donors by Type: +7.50/M each

Animal Causes
Children's Causes
Environmental Causes
Health-Related
Religious Causes
Political Causes

Source:

Direct Mail, Transactional and Self-Reported

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

50% Female
48% Male
Median Age: 61
Media Household Income: \$52,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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