

**AFFLUENT OLDER ACTIVISTS & CONTRIBUTORS  
POSTAL AND EMAIL**

6/20/2017

004A

List Broker Discount 25% - More Information

|           |                                     |            |
|-----------|-------------------------------------|------------|
| 1,212,265 | Above Fifty                         | \$85.00/M  |
| 734,826   | Above Sixty                         | \$95.00/M  |
| 115,598   | With Phone Numbers (DNC Suppressed) | \$105.00/M |
| 332,282   | Opt-In Email Addresses              | \$135.00/M |

Counts thru 6/2017

**DATE**

6/2017 UPDATED  
6/2017 CONFIRMED

**UNIT OF SALE**

\$500.00 AVERAGE

**GENDER**

70% MALE  
30% FEMALE

**SOURCES**

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

**ADDRESSING**

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

**SELECTIONS**

|                      |           |
|----------------------|-----------|
| AGE                  | N/C       |
| INCOME SELECT        | N/C       |
| PHONE NUMBER         | \$20.00/M |
| ZIP/SCF/COUNTY/STATE | \$ 7.00/M |
| P.S. LABELS          | \$10.00/M |
| 3 X 5 INDEX CARDS    | \$35.00/M |
| 3 1/2 DISKETTE       | \$50.00/F |
| CD ROM               | \$50.00/F |
| E - MAIL / FTP       | \$50.00/F |

**ADDITIONAL SELECTIONS**

|                         |           |
|-------------------------|-----------|
| NET WORTH               | \$10.00/M |
| GENDER                  | \$ 5.00/M |
| KEY CODING              | \$ 5.00/M |
| CARRIER RT. SORT.       | \$10.00/M |
| BAR CODING              | \$10.00/M |
| EMAIL - DEPLOYMENT      | \$25.00/M |
| EMAIL - PERSONALIZATION | \$25.00/M |

**TITLE**

**Affluent Older Activists and Contributors**

**DESCRIPTION**

This premium marketing data is exclusively composed of influential seniors actively dedicated to charities, political organizations and social causes. Only the affluent and prominent who have made gracious donations of \$500 or more in the past 12 months to charity or cause are included in this direct mailing list with optional opt-in email addresses. The donations and contributions from these wealthy individuals have all been made through direct mail, telephone or online. All marketing data points are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

**PROFILE**

|                   |              |
|-------------------|--------------|
| Average Age       | 67           |
| Average Income    | \$85,000.00  |
| Average Net Worth | \$650,000.00 |

**SOURCES**

- Non-Profit Institutions and Organizations
- Direct Mail
- Membership Rosters
- Telemarketing
- Surveys
- Subscriptions
- Investment Questionnaires
- Proprietary Sources
- Opt-In Email

**Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS**

**Updated Quarterly**

Last Update: 6/2017  
Next Update: 9/2017

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

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