

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

3/20/2018

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 3/2018

DATE

3/2018 UPDATED
3/2018 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: 3/2018
Next Update: 6/2018

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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