

## AFFLUENT OLDER ACTIVISTS & CONTRIBUTORS POSTAL AND EMAIL

6/20/2018

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 |

### 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: 6/2018  
Next Update: 9/2018

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



**data owner:**



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

**Counts thru 6/2018**

### DATE

6/2018 UPDATED  
6/2018 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 |

### **contact:**

800-628-7806 usa  
800-541-8540 canada  
412-782-1109 fax  
412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
3030 william pitt way  
pittsburgh pa 15238

