

SENIORSTYLE DONOR BASE

579,971	12 MONTH SENIOR DONORS		\$75.00/M	
356,405	6 MONTH SENIOR DONORS	ADD	\$10.00/M	GENDER: 65% FEMALE
167,151	3 MO SENIOR DONORS	ADD	\$15.00/M	CAN SELECT

THESE ACTIVE SENIORS (60+) ARE PROVEN DONORS AND CONTRIBUTORS TO VARIOUS PHILANTHROPICAL, HEALTH AND POLITICAL ORGANIZATIONS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE GENEROUS AND MATURE AMERICANS DONATE HUNDREDS OF DOLLARS ANNUALLY TO SUPPORT THEIR FAVORITE CHARITIES AND CAUSES.

MINIMUM ORDER:
5,000

SENIORSTYLE DONORS HAVE BEEN COMBINED AND UNDUPLICATED FROM MULTIPLE INPUT SOURCES INCLUDING MAIL ORDER RESPONDERS, SUBSCRIBERS TO MAGAZINES, AFFINITY BOOK BUYERS AND CREDIT CARD TRANSACTION DATA.

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

DONORS TO RELIGIOUS CAUSES = 190,750
DONORS TO PHILANTHROPIC CAUSES = 313,324
DONORS TO HEALTH RELATED CAUSES = 199,479
DONORS TO POLITICAL CAUSES = 98,013

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR GENDER	\$6.00/M
INCOME	\$10.00/M
DONOR TYPE	\$10.00/M
LENGTH OF RESIDENCE	\$10.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

A.A.R.P.	ELECTRIC MOBILITY	SALVATION ARMY
CATHOLIC CHARITIES	IONA SENIOR SERVICES	SENIORS FIRST
COMM. SENIOR SERVE	LIFE EXTENSIONS	

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com