

ANIMAL ALTRUISTS: DONORS

SEGMENTS

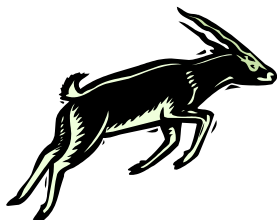
963,227	12 Month Hotline	\$95.00/M
470,916	6 Month Hotline	+\$5.00/M
242,087	3 Month Hotline	+ \$10.00/M
89,263	1 Month Recency	+ \$15.00/M

DESCRIPTION

Animal Altruists are donors who unselfishly support and fight for the rights, safety, and care for the animals that inhabit the Earth. They support the welfare, care, education and awareness for every creature from pets to endangered species. They are passionate, caring, responsive supporters, who love to help by donating for a cause they care intensely about.

These donors have been enhanced with age and household income, marital status, presence of children, ethnicity and religion, which are selectable at an additional charge of \$12/M.

Sample Piece required.



No matter what you need, we can try and target your best combination of segments to accomplish your goal.

Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

DATE

UPDATES QUARTERLY

ADDRESSING

Diskette \$65/F
Email \$65/F

ADDITIONAL CHARGES

GENDER/SEX \$7.00/M
AGE, HOUSEHOLD INCOME, \$12.00/M
MARITAL STATUS, PRESENCE OF CHILDREN
RELIGION \$12.00/M
PHONE NUMBER \$25.00/M
SCF \$7.00/M
STATE \$7.00/M
ZIP \$7.00/M
Pet Owner \$12.00/M

MINIMUM ORDER

7,500

LIST OWNER/MANAGER

-----WEBSITE-----
<http://www.trinitydirect.net>

--MANAGER'S EMAIL ADDRESS--
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