

ASSOCIATION OF CATHOLICS 50+

SEGMENTS

133,536	Total Universe/Base Rate	\$60.00/M
133,536	MEMBERS	\$60.00/M
53,899	ACTIVE MEMBERS	\$75.00/M
9,104	ACTIVE BUYERS	\$80.00/M
4,991	18 MONTH HOTLINE	+ \$10.00/M
19,012	REFERRALS & INQUIRIES	\$60.00/M
25,064	ACTIVE MEMBERS W/PARISHES	\$80.00/M
44,924	ACTIVE MEMBERS W/PHONES	\$125.00/M
148,136	TOTAL W/PHONES	\$125.00/M

DESCRIPTION

This is a list of mature club members, 50+ years of age who belong to one of the nation's largest senior citizen organizations for Catholics. They are interested in religion and life changes. These seniors pay to join the association and benefit from the many membership discounts.

Member buyers take advantage of the many special discounts available on healthcare discounts, insurance, merchandise, car rental, prescriptions, film processing, and hotel travel plans.

Unit of Sale

Average Membership \$12
Avg. yearly Purchased \$280

This file will work for all Catholic and religious offers including fundraising, publications and books, general merchandise and more!

Sample mail piece is required.

Non-reciprocal fee \$20/M

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 MONTHLY

UNIT OF SALE

\$12.00

GENDER

38% MALE 62% FEMALE

MEDIA

Membership

ADDRESSING

EMAIL \$55.00/F
Key Code \$5.00/M

ADDITIONAL CHARGES

DATE OF BIRTH \$10.00/M
Gender/Sex \$8.00/M
SCF \$7.00/M
STATE \$7.00/M
Telemarketing \$25.00/M
ZIP \$7.00/M

MINIMUM ORDER

10,000

LIST OWNER/MANAGER

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

----MANAGER'S EMAIL ADDRESS---
Jon Murphy (973) 283-3600
jonm@trinitydirect.net



Trinity Direct
10 Park Place
Butler NJ 07405

Phone: (973) 283-3600
Fax: (973) 283-3606