

# AUTISM IDENTIFICATION & UNDERSTANDING PROJECT SWEEPS

## SEGMENTS

108,868	Total Universe/Base Rate	\$85.00/M
5,236	3 MONTH HOTLINE	+\$10.00/M
3,762	3 MONTH HL, \$5-\$99.99	+\$15.00/M
1,825	3 MONTH HL, \$10-\$99.99	+\$20.00/M

## DESCRIPTION

This file contains highly responsive sweepstakes donors to an Autism charity that provides Early Detection Kits to individuals and agencies who work with children. These kits help to identify children at risk for an Autism Spectrum Disorder. It is their mission to reach first responders including day care providers, pediatricians, and early childhood educators. They provide Autism emergency response kits that include risk assessment tools and an educational video, which provides an appropriate format to approach the subject with parents and caregivers.

This file will work for all Sweeps mailers!

Exchange is available.

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

## MEDIA

Direct response, Sweeps generated,  
Direct mail sold

## ADDRESSING

EMAIL \$70.00/F

## ADDITIONAL CHARGES

1 Month HL	\$15.00/M
3 Month HL	\$10.00/M
6 Month HL	\$5.00/M
\$5+	\$5.00/M
\$10+	\$10.00/M
Gender/Sex	\$8.00/M
SCF	\$8.00/M
State	\$8.00/M
Non-reciprocal	\$8.00/M

## MINIMUM ORDER

5,000

## LIST OWNER/MANAGER

-----WEBSITE-----

<http://www.trinitydirect.net>

---MANAGER'S EMAIL ADDRESS---

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