

DAILY INSPIRATIONS

SEGMENTS

645,026	Total Universe/Base Rate	\$80.00/M
645,026	Total Universe (12 Mos)	\$80.00/M
51,719	1 Month Hotline	+ \$17.00/M

657,112 EMAIL ADDRESSES AVAILABLE – see separate data card

DESCRIPTION

Reach Catholics and Christians who have signed up to receive articles, updates and inspiring prayers-of-the-day and devotionals delivered directly to their email inbox. They have provided their name and address (postal and email) so they can start their day off right.

You can segment out the Prayer of the Day subscribers separately for an additional \$5/m. (estimated 25M monthly).

Demographics:

Average age: 40+

Average Income: \$35,000

40% Male/50% female

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

Sample Mail Piece required.

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

UPDATED MONTHLY

GENDER

40% MALE 50% FEMALE

MEDIA

Internet/On-Line

ADDRESSING

DISKETTE	\$65.00/F
EMAIL	\$65.00/F

ADDITIONAL CHARGES

AGE	\$10.00/M
GENDER/SEX	\$7.00/M
INCOME SELECT	\$10.00/M
ADD'L ENHANCEMENTS	\$15.00/M
PRAYER OF THE DAY SUBS	\$5.00/M
6 MONTH RECENCY	\$12.00/M
3 MONTH RECENCY	\$15.00/M
1 MONTH RECENCY	\$17.00/M
SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M

MINIMUM ORDER

10,000

\$600.00 MINIMUM PAYMENT

LIST OWNER/MANAGER

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

--MANAGER'S EMAIL ADDRESS--

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