

# HELPERS OF THE HANDICAPPED: DONORS

## SEGMENTS

943,329	Total Universe/Base Rate	\$85.00/M
782,040	12 Month Hotline	\$85.00/M
323,871	6 Month Hotline	+ \$10.00/M
95,720	3 Month Hotline	+ \$15.00/M
23,769	1 Month Recency	+ \$20.00/M

## DESCRIPTION

These donors have made charitable contributions to organizations that help people overcome and deal with their disability and become active citizens.

The monies donated help fund and operate education facilities, private education/tutors, rehabilitation centers, day care centers, job training programs and provide support to the blind, deaf, autistic and paralyzed.

**These donors are perfect for any offer geared towards fundraising appeals, as well as health-oriented offers and appeals, awareness and programs geared towards the disabled.**

Enhancements Available.

Source is Direct Mail/Online

Sample mail piece required.

All rentals are for a one-time usage only.

All re-uses must be cleared prior to mailing.

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

## MEDIA

Direct response

## ADDRESSING

EMAIL \$65.00/M

## ADDITIONAL CHARGES

10+	\$7.00/M
AGE	\$10.00/M
ETHNICITY	\$10.00/M
GENDER/SEX	\$7.00/M
HOUSEHOLD INCOME SELECT	\$10.00/M
MARITAL STATUS	\$10.00/M
RELIGION	\$10.00/M
SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M
Enhancements	\$10.00/M

## MINIMUM ORDER

5,000

## LIST OWNER/MANAGER

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

--MANAGER'S EMAIL ADDRESS--  
**Maribel Escobales-Ramos**  
**(973) 283-3600**  
**maribele@trinitydirect.net**-----



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