

Highly Affluent Donors

SEGMENTS

804,217	Last 24 MONTHS	\$100/M
17,973	1 Month HL	+ \$20/M
19,822	Last 3 MONTHS	+ \$15/M
49,784	Last 6 MONTHS	+ \$10/M
81,205	Last 12 MONTHS	+ \$5/M

273,546	Donors to Animal Welfare	\$10.00/M
324,771	Donors to Children's Causes	\$10.00/M
205,858	Donors to Political Causes	\$10.00/M
439,048	Donors to Religious Causes	\$10.00/M
103,578	Donors to Veterans Causes	\$10.00/M

DESCRIPTION

Reach affluent individuals who have household annual incomes of \$250,000 or more who have donated (average gift size \$100.00) to numerous causes including Political organizations, Children's charities, and health/medical related projects. Donation by Category is available, see above.

Sample 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

UPDATES QUARTERLY

Sourced: **Self reported, Survey**

ADDRESSING

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

ADDITIONAL CHARGES

SCF	\$7/M
Zips	\$7/M
States	\$7/M
\$10+	\$7/M
Enhancement	\$10/M
Non-reciprocal	\$20/M

MINIMUM ORDER

7,500

LIST OWNER/MANAGER

-----WEBSITE-----

<https://trinitydirect.net>

----MANAGER'S EMAIL ADDRESS---

Maribel Escobales-Ramos

(973) 283-3600

maribele@trinitydirect.net



Trinity Direct
10 Park Place
Butler NJ 07405

Phone: (973) 283-3600

Fax: (973) 283-3606