

# POWERHOUSE PURCHASERS

## SEGMENTS

14,864,379	Total Universe/Base Rate	\$80.00/M
INQUIRE	Monthly Hotline	+\$10.00/M

Inquire about availability of Email Names

## DESCRIPTION

Looking for the single most comprehensive Aggregate of names that allows you to customize to fulfill your prospecting needs. This is the place! Every point of purchase, every online transaction, every TV generated name, donor, reader; credit seeker is now in one place. Test us for all your direct mail, email and telemarketing needs.

Demographic and Lifestyle information is available to really target your core prospect!

Major categories selectable (inquire for more)

- Credit Seekers
- Debt Relief
- Donors
- Financial/Investors
- Health and Fitness
- Infomercial Shoppers
- Insurance
- Military
- New Movers
- Online Buyers
- Political Affiliation
- Subscribers
- Sweeps Entrants
- Travel and Vacations
- Veterans

This file will work for buyers, donors, subscribers, vacationers, credit seekers, insurance buyers and so much more!

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

37% MALE 60% FEMALE

## MEDIA

Multi-sourced

## ADDRESSING

EMAIL	\$65.00/F
FTP	\$65.00/F

## ADDITIONAL CHARGES

AGE	\$10.00/M
CREDIT CARD BUYERS	\$10.00/M
DONATION AMOUNT	\$12.00/M
HIGH DOLLAR DONORS	\$10.00/M
DONOR CAUSE	\$10.00/M
HISPANIC/SPANISH SPEAKING	\$12.00/M
GENDER/SEX	\$7.00/M
INCOME SELECT	\$10.00/M
PHONE NUMBER	\$20.00/M
POLITICAL AFFILIATION	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
RECENCY	\$10.00/M
SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M

## MINIMUM ORDER

10,000 POSTAL  
20,000 EMAIL

## LIST OWNER/MANAGER

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

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



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