

AudienceFirst Insights – Charitable Donors

Counts	Segments	Prices
8,315,603	Total Universe/Base Rate	\$85.00/M
	Fundraiser Base Rate	\$75.00/M
2,318,282	Animal Welfare	+\$10.00/M
209,777	Arts/Culture	+\$10.00/M
3,060,180	Children’s Causes	+\$10.00/M
2,502,679	Environmental/Wildlife	+\$10.00/M
3,778,659	Health Causes	+\$10.00/M
454,704	International Aid	+\$10.00/M
450,595	Political- Conservative	+\$10.00/M
5,874,268	Political	+\$10.00/M
2,792,886	Religious Causes	+\$10.00/M
2,011,449	Veterans Causes	+\$10.00/M
	FTP/Email Delivery	\$65.00/F

*Counts are for the 0-12 months. Donation amount is not available.

DESCRIPTION

Reach donors to specific causes using the AudienceFirst Insights- Charitable Donors file. These responders have active online activity and supported various charitable organizations that are close to their heart.

These high value prospects would be ideal for the following causes and offers:

- Fundraising Offers
- Commercial Offers
- Political mailers

*Please inquire about email addresses and telemarketing counts/availability.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 5,000

SELECTS

6 Mo Hotline	\$5.00/M
3 Mo Hotline	\$10.00/M
Age	\$10.00/M
Gender	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Counts Through	7/31/2020
Last Update	8/12/2020
Next Update	9/15/2020

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