



TARGETING



DATA



DIRECT SALES

June 2010

Inaktive Spender



Quantity/Price

Universe	185.000	DM	140,-/1.000
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Profile

People who are basically prepared to donate do not change this characteristic easily. This also applies to inactive donors of a specific charity where they have not donated for a longer period. These people are still prepared to support a different organization, particularly in this case if the charity has a Christian background.

Source	Direct mail
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Selections

At random	10,25/1.000, min. 100,-
Postcode	10,50/1.000, min. 125,-
Gender	10,50/1.000, min. 125,-
Age	10,95/1.000, min. 100,-
Flagging	3,95/1.000, min. 100,-
Exclusion of previous orders	5,95/1.000, min. 100,-

Delivery

E-mail: 23,-
 Delivery time: 5 working days
 Minimum order: 5.000 addresses

Invoicing

60 % of the delivered quantity with a minimum of 5.000 addresses after verification of a merge purge report.

Conditions

List supplied for one off use.
 List is seeded to ensure detection of unauthorised use.
 Minimum order quantity 5.000 names.
 Prices are exclusive of VAT, delivery and selections.
 Mail date & mailing piece required before approval can be given on all mailings.
 All prices in Euro.