



TARGETING



DATA



DIRECT SALES

June 2010

Fundbase



Quantity/Price

Universe	140.000	DM	140,-/1.000
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Profile

Those who possess years of experience in fundraising know that a donor profile can be built up by analysing the responders. Such analysis forms the basis of this compiled list, which has been especially adapted to the requirements of social and charitable organizations.

Source	Direct mail
Gender	66% male/ 34% female

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.