



TARGETING



DATA



DIRECT SALES

January 2010

Guidepost Trust Sweepstakes

### Quantity/Price

Active Sweepstake	21,995	DM	120/1.000
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### Profile

Guideposts Trust (GPT) is a direct mail responsive charity. Individuals on this file have donated to the charity as well as entering a competition mailing.

The charity help people within the UK who suffer from dementia, other age related mental health problems and those with learning disabilities, including teenagers and children.

Test and roll-out campaigns have confirmed that these names work exceptionally well and should be considered for all charity and competition sweepstake mailings in addition to mail order collectables and offers generally aimed at an older age range.

Source:	Direct Mail
Gender:	60% Female, 39% Male
Age:	Predominantly aged 60+

### Selections

Recency:	5/1000
Gender:	5/1000
Geography:	5/1000

### Delivery

E-mail: 50  
 Delivery Time: 3-5 working days  
 Minimum Amount: 5,000

### Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (de-dupe report must be received within 3 months of delivery date.  
 All prices in Pounds (£).

### 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. Competing charities must reciprocate otherwise a non reciprocal fee will be charged.

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