



TARGETING



DATA



DIRECT SALES

July 2009

Action for Street Kids Donors



Quantity/Price

Active Donors	17,477	DM	120/1.000
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Profile

Action for Street Kids (ASK) works worldwide caring for children who are homeless and abandoned, forced to live and work on the streets of cities throughout the world.

ASK is also committed to care for and rebuild the lives of children who have been forcibly used as soldiers. Through the projects that ASK supports, children are given the very basics of life and protected from violence and exploitation. They offer a positive future, providing education, vocational training, counselling, spiritual development and recreation.

This file will work well for all charity appeals in addition to a range of mail order offers such as health, vitamins, crafts and gardening amongst others.

Selections

Gender:	5/1000
Geography:	5/1000
Actives:	5/1000
Non-Reciprocal Fee:	30/1000

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 (dedupe 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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