

Charity Donors in India

0 - 6 Month Recency **124,733**
Total Universe **237,991 / \$240.00/M**

113,258 7 - 12 Month Recency

69,229 Multiple Donations
 168,762 One-Time Donation
 37,720 Female
 190,256 Male
 10,015 Organizations

Two of the largest charitable organizations in India operating nationwide with one mission in mind to offer respite and improve the quality of lives of the rejected and under privileged individuals. The organizations have supported over 2,700 projects all over India at an approximate cost of \$55 million USD, and made a difference to the lives of over 3 million children and elderly people. The donations are 100% tax exempt by the Government of India.

As part of their resource mobilization program, over 2.5 million mail pieces a year are mailed from donors all over the country, collecting higher amounts each year. The donors have been enlisted through direct mail.

Reciprocation is not required.

Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Jennifer Cowden jennifercowden@jrdirect.com
 Tel +1 604 940 0277 (ext 143)

► Exclusive!

INDIA

Date Recommended: 2/28/11

Recommended By:

Jennifer Cowden
jennifercowden@jrdirect.com

Datacard updated: 8/15/2010

Update Frequency: Frequently

Unit of Sale:

\$25.00 - \$30.00

Source:

100% Direct Mail

Selections:

0-6 Mo. Recency	\$15.00 / M
Gender	\$10.00 / M
City	\$10.00 / M
Multi Donors	\$15.00 / M
Flagging	\$5.00 / M
Nth Name	\$5.00 / M
Keycoding	\$5.00 / M

Addressing:

E-Mail \$20.00 / F

Minimum Order:

5,000 records

Sample required

Members of: ADMA, BCAIM, CMA, DMA, DMAI, FEDMA