

## Charity Lottery and Prize Donors UK

**Average Monthly Hotline** **23,500**  
**0-3 Month Hotline** **65,905 / £100.00/M**

With Telephone Number Base Rate £125/M - **NEW**

\*\*Volume discounts available - inquire

\*\*Minimum order for telephone numbers 10,000

These buyers and responders have purchased from direct mail offers such as charity sweeps, lottery and prize raffles.

The list owner has identified only those responders who have made a direct donation to a charity and made multiple purchases. 70% have responded to a minimum of two direct mail offers and 30% have purchased three or more offers. 46% of the file are of retirement age.

Selections include: Gender, household income, age, post codes, donation range and more. Charity Concern available including: Health, Animal, Environmental, Children.

85% Net name available on orders over 20,000 names.  
Min qty for Charity Orders (postal) - 7000 Names

Reciprocation not required.

### Prices are quoted in Pound Sterling

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:

Rachelle Oliviero [rachelleoliviero@jrdirect.com](mailto:rachelleoliviero@jrdirect.com)  
Tel +1 604 940 0277 (ext 122)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 8/17/10

**Recommended By:**

Rachelle Oliviero  
[rachelleoliviero@jrdirect.com](mailto:rachelleoliviero@jrdirect.com)

**Datacard updated:** 5/15/2010

**Update Frequency:** Monthly

**Gender:**

68% Females

**Unit of Sale:**

£17.50 per annum

**Source:**

100% Direct Mail

**Age:**

45 +

**Selections:**

4+ Mo. Base Rate	£90.00 / M
Selects	£10.00 / M
Unlimited Selections	£25.00 / M

**Addressing:**

E-Mail £50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

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