

## Committed Charity Multi Donors UK

**Average Monthly Hotline** **15,000**  
**Universe** **416,784 / £105.00/M**

Additional Pricing in USD - Base: \$200/M, Selects - \$15/M, Email - \$65/F

Reach these outgoing UK consumers who love to support various charity causes on a regular basis. These supportive MULTI donors responded to direct mail and telephone campaigns for a variety of charity concerns

They own their home, are financially secure, professionals or close to retirement age. They make donations 2 or 3 times a year, either to different charities or to their favorite charity.

**To further target your prospects, you can chose from one of the following charity concerns:**

- Multi Donors to Animal Concerns
- Multi Donors to Health Concerns
- Multi Donors to Children's Concerns
- Multi Donors to Evironmental Concerns

Test order, minimum will be waived to 5,000 (one time).  
 Reciprocation is 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:

Sheri Tanner sheritanner@jrdirect.com  
 Tel +1 604 940 0277 (ext 146)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 4/29/10

**Recommended By:**

Sheri Tanner  
 sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Update Frequency:** Monthly

**Gender:**

58% Females

**Source:**

100% Direct Mail

**Age:**

45 +

**Selections:**

Hotline	£10.00 / M
Concern	£10.00 / M
Donation Range	£10.00 / M
Gender	£10.00 / M

**Addressing:**

E-Mail £35.00 / F

**Minimum Order:**

7,000 records

**Sample required**

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