

## Donate and Win Lottery Players UK

**Average Monthly Hotline** **15,000**  
**Universe** **470,000 / £95.00/M**

Additional Pricing in USD - Base: \$185/M, Selects - \$10/M, Email - \$50/F

These outgoing UK consumers LOVE to play the lottery while at the same time, supporting one or more of their favorite charities. Many are multi-donors who have given to more than one charity a year. They participate in a weekly game and pay using Direct Debit.

These eager UK citizens are highly motivated prospects who make small, regular donations.

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

Donors to Animal Concerns & entered the lottery  
Donors to Health Concerns & entered the lottery  
Donors to Children's Concerns & entered the lottery  
Donors to Environmental Concerns & entered the lottery

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  
Tel +1 604 940 0277

sheritanner@jrdirect.com  
(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:**

60% Females

**Source:**

100% Direct Mail

**Age:**

60 +

**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