

Donate and Win Lottery Players UK

Average Monthly Hotline 15,000
Universe 488,851 / £110.00/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.

Lower income people are great prospects for lottery and sweepstakes mailings. They seek a chance to ease their financial status, while giving a donation to their favorite charity.

Selections

NEW!! Select by: Players who Donate with Cash

NEW!! Select by: Donors by Income Level

NEW!! Select by: Donors by Age

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:

Jennifer Cowden
Tel +1 604 940 0277

jennifercowden@jrdirect.com
(ext 143)

► Exclusive!

UNITED KINGDOM

Date Recommended: 2/28/11

Recommended By:

Jennifer Cowden

jennifercowden@jrdirect.com

Datacard updated: 8/31/2010

Update Frequency: Monthly

Gender:

60% Females

Source:

100% Direct Mail

Age:

60 +

Selections:

Hotline £10.00 / M

Gender £10.00 / M

Donation Range £10.00 / M

Cash Donors £10.00 / M

Donors by Age £10.00 / M

Donor by Income £10.00 / M

Addressing:

E-Mail £35.00 / F

Minimum Order:

7,000 records

Sample required

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