

**SENIORSTYLE DONOR BASE**

676,743	12 MONTH SENIOR DONORS		\$75.00/M	
439,561	6 MO HOTLINE	ADD	\$10.00/M	GENDER: 65% FEMALE
285,789	3 MO HOTLINE	ADD	\$15.00/M	CAN SELECT
	1 MO HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES - INQUIRE			

THESE ACTIVE SENIORS (60+) ARE PROVEN DONORS AND CONTRIBUTORS TO VARIOUS PHILANTHROPICAL, HEALTH AND POLITICAL ORGANIZATIONS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE GENEROUS AND MATURE AMERICANS DONATE HUNDREDS OF DOLLARS ANNUALLY TO SUPPORT THEIR FAVORITE CHARITIES AND CAUSES.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

SENIORSTYLE DONORS HAVE BEEN COMBINED AND UNDUPLICATED FROM MULTIPLE INPUT SOURCES INCLUDING MAIL ORDER RESPONDERS, SUBSCRIBERS TO MAGAZINES, AFFINITY BOOK BUYERS AND CREDIT CARD TRANSACTION DATA.

UPDATED MONTHLY

DONORS TO RELIGIOUS CAUSES = 371,496  
DONORS TO PHILANTHROPIC CAUSES = 382,049  
DONORS TO HEALTH RELATED CAUSES = 387,698  
DONORS TO POLITICAL CAUSES = 321,474

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR GENDER	\$6.00/M
INCOME	\$10.00/M
DONOR TYPE	\$10.00/M
LENGTH OF RESIDENCE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

\*\*\*USAGE\*\*\*

AMERICAN RED CROSS	FOOD BANKS
ALLEGRA MARKETING	SALVATION ARMY

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)