



- A huge, reliable resource of generous direct-mail donors
- Enhanced, Updated
- All direct-mail donors
- Accurate, deliverable
- Select:
  - Telephones
  - Age, Gender
  - High income
  - Ethnicity:
    - Hispanic
    - Irish
    - Italian
  - Appeal:
    - Foreign Missions
    - American Missions
    - Charity Appeals
    - Devotional Appeals
- Responsive to traditional appeals, veterans' and humanitarian causes, and subscription offers
- An ideal audience for health, travel, insurance, catalog offers and more
- Try this constantly-changing list of donors who have contributed millions

*New Counts!*

## Irish Donors

755,150 \$65/M

Irish Catholic direct-mail donors to Catholic organizations. These are donors whose surnames have been identified as Irish by one of the largest national marketing database companies as well as a proprietary program of our own.

Clean and current, these donors have responded to subscription, credit card, missions, and social service appeals as well as offers especially for those interested in Ireland and Irish heritage.

### Selections & Prices

Geographic: zip, SCF, state, zip tape	\$5/M	Telephones	\$30/M
Appeal, Gender	\$5/M	E-Mail, Magnetic tape, tape cartridge	\$25 Flat
Age, Income	\$10/M		

Minimum order: 5,000 / Sample required  
20% Commission to brokers

### State Counts

AK	473
AL	3,050
AR	2,123
AZ	7,865
CA	47,392
CO	6,272
CT	18,884
DC	1,816
DE	3,616
FL	38,410
GA	5,404
HI	664
IA	6,983
ID	1,112
IL	44,015
IN	11,221
KS	5,694
KY	7,829
LA	15,531
MA	57,024
MD	19,833
ME	4,244
MI	20,826
MN	10,377
MO	17,551
MS	2,638
MT	1,980
NC	6,095
ND	939
NE	3,896
NH	5,334
NJ	64,750
NM	2,373
NV	2,661
NY	120,345
OH	27,609
OK	2,494
OR	3,366
PA	84,545
PR	50
RI	6,588
SC	3,299
SD	1,372
TN	4,779
TX	18,401
UT	859
VA	10,030
VT	1,934
WA	6,420
WI	11,222
WV	2,136
WY	742