

THE BEACON

SEGMENTS

| | | |
|--------|--------------------------|-----------|
| 15,102 | Total Universe/Base Rate | \$85.00/M |
| 15,102 | Active Subscribers | \$85.00/M |

DESCRIPTION

The Beacon is the official newspaper of the Diocese of Paterson, NJ. The diocese is 70 years old and serves 368,000 Catholics in three northern NJ counties of Morris, Passaic, and Sussex, where over a third of the population is Catholic.

These subscribers are 100% direct mail responsive and pay \$29.50 for an annual subscription to this newspaper.

These subscribers will perform well for Catholic and general religious offers, fundraising appeals, publishing, gifts and general merchandise, travel offers and much more!

Sample mail piece is required.

Non-reciprocal fee \$20/M

the Beacon
NEWS OF THE DIOCESE OF PATERSON

Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

DATE

UPDATES BI-ANNUALLY

UNIT OF SALE

\$29.50

ADDRESSING

| | |
|------------|-----------|
| DISKETTE | \$30.00/F |
| EMAIL | \$55.00/F |
| MAG TAPE | \$30.00/F |
| P/S LABELS | \$12.00/M |

ADDITIONAL CHARGES

| | |
|------------|----------|
| GENDER/SEX | \$6.00/M |
| SCF | \$6.00/M |
| STATE | \$6.00/M |
| ZIP | \$6.00/M |

MINIMUM ORDER

5,000

LIST OWNER/MANAGER

-----WEBSITE-----
<http://www.trinitydirect.net>

--MANAGER'S EMAIL ADDRESS---
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