

FAITH-BASE IMPULSE BUYERS FILE

SEGMENTS

752,636	Total Universe/Base Rate	\$80.00/M
752,636	12 Month Buyers	\$80.00/M
376,881	6 Month Buyers	\$80.00/M
189,204	3 Month Buyers	\$80.00/M
62,117	1 Month Hotline Buyers	\$80.00/M
	EMAIL NAMES AVAILABLE - INQUIRE	\$150.00/M

DESCRIPTION

Faith-Base is the most complete, multi-sourced and data-rich religious based consumer file on the market! Now you can reach those consumers who have made an impulse purchase either via infomercial or direct mail (Selectable). In addition, Faith Based is enhanced with most demographic and lifestyle interest data available on the market to pinpoint your perfect prospects.

Selects Available:

RELIGION:

Catholics
Jewish
Protestant
Inquire for Other Religions

ENHANCEMENTS:

Age
Income
Presence of Children
Travelers
Credit Card Holders
Grandparents
Ethnicity

No matter what you need, we can try and target your best combination of segments to accomplish your goal.

Sample Mail Piece required.

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

UPDATED Monthly

GENDER

21% MALE 77% FEMALE

MEDIA

Multi-Sourced

ADDRESSING

EMAIL \$55.00/F
FTP \$55.00/F

ADDITIONAL CHARGES

AGE \$10.00/M
CATHOLIC \$10.00/M
CHANGE OF ADDRESS \$10.00/M
CREDIT CARD BUYERS \$15.00/M
DEMOGRAPHIC SELECT \$10.00/M
ETHNICITY \$10.00/M
GENDER/SEX \$6.00/M
HOUSEHOLD INCOME SELECT \$10.00/M
JEWISH \$10.00/M
LIFESTYLE SELECT \$10.00/M
MAIL ORDER BUYERS \$10.00/M
ONLINE ACTIVITY \$10.00/M
OTHER RELIGION \$10.00/M
PHONE NUMBER \$20.00/M
POLITICAL AFFILIATION \$10.00/M
PRESENCE OF CHILDREN \$10.00/M
REGENCY \$10.00/M
SCF \$6.00/M
STATE \$6.00/M
ZIP \$6.00/M

MINIMUM ORDER

10,000
\$600.00 MINIMUM PAYMENT

LIST OWNER/MANAGER

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

--MANAGER'S EMAIL ADDRESS--
Bob Stein (973) 283-3600 ext 225
bobs@trinitydirect.net



Trinity Direct
10 Park Place
Butler NJ 07405

Phone: (973) 283-3600
Fax: (973) 283-3606

NET NAME POLICY

85% +\$10.00

RUN CHARGES

50,000