

ASPCA ENHANCED DONORS

981,705 TOTAL DONORS \$ 80/M

**** NEW ENHANCEMENTS AVAILABLE ****

DONORS WHO GIVE TO CANCER CAUSES 125,567 +\$11/M
DONORS WHO GIVE TO ENVIRN CAUSES 280,036 +\$11/M

HIGH END WALLET DONORS: +\$20/M
45,749 SILVER WALLET
29,132 GOLD WALLET
21,671 PLATINUM WALLET

LIFESTYLE SELECT +\$ 11/M

599,252 APPAREL
545,947 COOKING
407,997 CRAFTS
542,916 GARDENING
487,056 SPORTS/HEALTH/FITNESS
507,178 HOME DÉCOR
543,106 PETS (DOG VS CAT)
561,505 TRAVEL

*** PRESENCE OF CHILDREN AND GRANDPARENTS
ALSO AVAILABLE FOR + \$11/M ***

COMMERCIAL RATE \$100/M

DESCRIPTION:

THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (ASPCA) WAS THE FIRST HUMANE SOCIETY TO BE ESTABLISHED IN NORTH AMERICA AND IS, TODAY, ONE OF THE LARGEST IN THE WORLD. THE ASPCA'S MISSION IS TO PROVIDE EFFECTIVE MEANS FOR THE PREVENTION OF CRUELTY TO ANIMALS THROUGHOUT THE UNITED STATES.

SINCE 1866 THE ASPCA HAS PROVIDED LOCAL AND NATIONAL LEADERSHIP IN THREE KEY AREAS: CARING FOR PET PARENTS

CASPCAENHA

--- DATE ---
NOVEMBER 2018

--- AVG UNIT SALE ---
\$28.00

--- AVG INCOME ---
\$61,000

--- GENDER ---
68% FEMALE
27% MALE

---- SELECTIONS ----
SCF/ZIP/STATE \$ 8.00/M
GENDER \$ 8.00/M
\$10+ \$10.00/M
\$15+ \$15.00/M
\$20+ \$20.00/M
1 MONTH DONORS \$25.00/M
3 MONTH DONORS \$20.00/M
6 MONTH DONORS \$15.00/M
12MONTH DONORS \$10.00/M
AGE \$11.00/M
CHILD AGE \$11.00/M
INCOME \$11.00/M
INTERESTS \$11.00/M
NON RECIP \$20.00/M
DRTV SOLD \$11.00/M
ONLINE SOLD \$11.00/M

---- ADDRESSING ----
EMAIL \$60.00/F
FTP \$60.00/F

---- KEY CODING ----
\$3.00/M

--- MINIMUM ORDER ---
5,000

----- NET NAME -----
INQUIRE.

SAMPLE MAILING
PIECE REQUIRED



AND PETS, PROVIDING POSITIVE OUTCOMES FOR AT-RISK ANIMALS, AND SERVING VICTIMS OF ANIMAL CRUELTY.

HEADQUARTERED IN NEW YORK CITY, THE ASPCA MAINTAINS A STRONG LOCAL PRESENCE, AND WITH PROGRAMS THAT EXTEND ITS ANTI-CRUELTY MISSION ACROSS THE COUNTRY, THEY ARE RECOGNIZED AS A NATIONAL WELFARE ORGANIZATION. THEY ARE A PRIVATELY FUNDED 501C3 NOT-FOR-PROFIT CORPORATION, AND ARE PROUD TO BOAST MORE THAN 1 MILLION SUPPORTERS ACROSS THE COUNTRY.

THE ASPCA'S DONORS HAVE AN AVERAGE AGE OF 55 AND AN AVERAGE HOUSEHOLD INCOME OF \$61,000. ASPCA DONORS ARE GENEROUS MULTI-CHANNEL GIVERS AND INCLUDE HUNDREDS OF THOUSANDS OF COMMITTED MONTHLY SUPPORTERS. ASPCA DONORS ALSO EXPRESS THEIR COMPASSION FOR MANY ENVIRONMENTAL, HUMANITARIAN, CHILDREN'S AND HEALTH/DISEASE CAUSES.

WWW.ASPCA.ORG

SOURCE: DIRECT MAIL SOLD AND DRTV SOLD

AGE (+11/M):

24-35	26,384
36-45	42,514
46-55	88,646
56-65	178,715
66-75	238,656
76+	228,495

INCOME (+11/M):

\$45K-55K	70,925
\$55K-65K	65,834
\$65K-75K	73,173
\$75K-85K	56,470
\$85K-95K	50,470
\$95K-105K	42,613
\$105K-115K	40,512
\$115K-125K	38,641
\$125K +	261,875

INTERESTS (+11/M):



AUTOMATIVE WORK= 295,802
AVID BOOK READER= 776,251
BIBLE DEVOTIONAL READING= 223,627
COLLECTOR= 405,147
INVESTMENTS= 316,289

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