

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

19500S

MICRO-TARGETED HISTORICAL PRESERVATION DONORS

Byrum & Fleming has carefully micro-targeted this specific group of responsive individuals as prime candidates for both fundraisers and non-profit organizations wishing to receive maximum results from their fundraising campaigns. These compassionate, highly responsive individuals have shown support for a variety of historical preservation causes within the last 12 months. These affluent historical preservation cause donors reside in the most exclusive neighborhoods in the United States as published by a major financial magazine. With a household income of \$150K+, these individuals have the financial wherewithal to make significant contributions to organizations they support. They are an excellent audience for all types of historical preservation causes and are particularly sympathetic to non-profit organizations associated with their causes. This file is selectable by credit card users, presence of children, homeowners, magazine subscribers, new movers and more.

MONTHLY HOTLINE - 3,049

Total Database - 79,299

3 Month Recency	9,091
6 Month Recency	18,350

Additional Selects - \$5/M

Age	Length of Residence
Ethnic	Marital Status
Credit card users	Presence of children
Homeowners	Household income

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome