

From:

Sent: Wednesday, September 02, 2009 6:38 AM

To: @nevadahumanesociety.org

Subject: RE: Referral from HSUS

Hello

I will do all I can to make renting the Humane Society of the US list as easy as possible. Please feel free to call or email me at any time with questions. The process is very simple and easy, it just looks complicated when all written out.

In order to rent the list, you would need to submit the complete mail piece to the list owner for approval. Any changes after the approval would need to be re-submitted. Let me know what mail date you are interested in and if it is not available, I will get the next first available for you. The list is for one time use only, we can discuss additional uses if this is something you are interested. If you let me know more specifically the geographical area you are interested in, I can provide a count for you. There is a 5,000 name minimum for billing and the order would need to be pre paid prior to providing names.

Quantity information:

Last 6 months donors in Nevada = 5,452

Last 12 months donors in Nevada = 8,761

Last 24 months donors in Nevada = 12,357

Rental pricing in 1,000s:

75 base

125 competitive non reciprocal (when a list is not available in return)

6 geographical area (this can be states or zip codes or 3 digit SCFs)

50 flat fee to email names to you

It is also possible to select by donation recency and donation amount, not just by location.

Additional Pricing:

\$10-99.99 donors = \$10.00 per 1000 (Donors who have given within this range)

\$5-99.99 donors = \$6.00 per 1000

Last 6 months = \$10.00 per 1000 (Donors who have given within this range)

Last 12 months = \$6.00 per 1000

Last 24 = no charge

Hope this helps, please let me know if I can help further.