

0-12 month: Postal 335,112, Telephone 335,112
13-24 month: Postal 252,304, Telephone 252,304

ADM are pleased to announce the list management of the Charity Sponsors database to the market.

About Charity Sponsors:

This database is compiled from ex-sponsored questions carried out on behalf of over 25 different charities. These charities have commissioned a sponsored question on the survey in order to recruit individuals that would like to donate or support their cause.

All individuals on the file have opted in to third party communications for postal and telephone and at present volumes are increasing by 15,000 a week.

Selections:

| Charity Type | 0-12 month | 13-24 month |
|-----------------|------------|-------------|
| Age | 0 | 11,845 |
| Animal | 44,747 | 85,465 |
| Blind | 14,428 | 33,888 |
| Cancer | 58,615 | 36,081 |
| Children | 112,394 | 69,465 |
| Deaf | 12,798 | 76,479 |
| Disaster Relief | 62,092 | 133,307 |
| Environmental | 7,253 | 17,539 |
| Homeless | 20,771 | 0 |
| Medical | 25,983 | 1,771 |
| World Wide | 64,257 | 20,005 |
| Other | 6,808 | 15,743 |

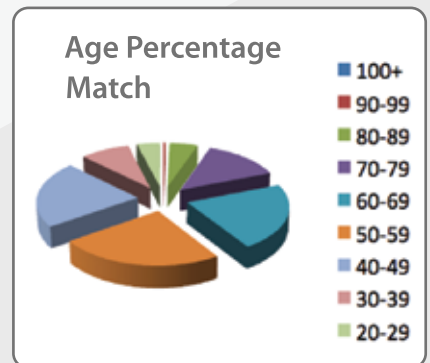
Additional Information:

In our experience these names will perform better than manual selections from the lifestyle suppliers and also have a better rollout potential than many charity files. This is one of only a few files that can boast over 550K opt in charity telephone numbers.

This database is cleaned on a monthly basis against DMA approved suppressions.

Profile

- 43% Male, 57% Female
- ABC1 Demographic
- Aged 40-79 (selectable by age)
- 79% Home Owners - 35% semi detached 29% detached 31% Terrace and 5% Flat.
- Prime credit 74%
- Interests include: Volunteering, Regional Daily Newspapers, Magazine Readers, Classical Music, Sewing, Pets, Home Furnishing and Holidaying in: North America, UK and Ireland



Recommendations:

This file is recommended for organisations looking for highly DM responsive postal & tel data. This data will work particularly well for Charity cash and lottery campaigns. We anticipate average donations to be between £10-£15.

Postal - £130 / 000
 Postal & Tel - £200 / 000
 Commission - 20%
 Delivery £50 flat
 Selections - £10 / 000