

AudienceFirst Insights - Education

Counts	Segments	Prices
6,043,160	Total Universe/Base Rate	\$85.00/M
	Fundraiser Base Rate	\$75.00/M
31,156	Doctoral	+\$10.00/M
205,792	Masters' Degree	+\$10.00/M
5,966	Bachelors' Degree	+\$10.00/M
496,271	Associates Degree	+\$10.00/M
4,198,116	Completed High School	+\$10.00/M
1,085,476	Received GED	+\$10.00/M
	FTP/Email Delivery	\$65.00/F

DESCRIPTION

The AudienceFirst Insights- Education file should be your go-to for selecting responders by year of study. Some responders received their high school diploma, while others received a doctoral or masters degree. Now is the perfect time to reach out to these smart and studious responders.

These high value prospects would be ideal for the following causes and offers:

- Educational Offers
- Voter Outreach
- Commercial Mailers

*Please inquire about email addresses and telemarketing counts and availability.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 10,000

SELECTS

Age	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Counts Through	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

CONTACT

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