



# NEXT LIST COMPANY

"Contributors Identified"

## DATA CARD

### BIG CITY Baby Boomers (Formerly Metro Area Donors)

These direct mail respondents were born between 1946 and 1964 (inclusive) and have given donations to social cause organizations or political campaigns in the last 18 months.

The following metro areas are represented:

**Atlanta, New York, Boston, Philadelphia, Chicago, Phoenix, Dallas/Fort Worth, San Francisco, Houston, San Diego, Los Angeles, Seattle, Miami and Washington, DC.** *(Other metropolitan areas are available upon request)*

This list is effective for soliciting donations for both local and national organizations. It can be used as a fund-raising vehicle for hospitals, for organizations aiding the blind, the homeless and the disabled, and for appeals to cure diseases such as cancer, heart disease, diabetes, and Alzheimer's Disease.

The list is also productive for cultural and educational fund-raising, public TV, museums, historic projects, theatre, and universities.

Metro areas are based on Metropolitan Statistical Areas. Each area has a designated "principal city" or core area containing a substantial population nucleus, together with adjacent communities having a high degree of economic and social integration with that core. Definition source: The Census Bureau.

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### NEXT LIST COMPANY List Number: NLC-M366

TOTAL LIST UNIVERSE:  
307,870

COST: \$60.00/M

LIST TYPE:  
Consumer

SOURCE:  
100% Direct Mail Sold

LIST UPDATED:  
Current: Summer 2017  
Next Update: Fall 2017

SELECTS:  
SCF: No Charge  
State: No Charge  
Zip Code: No Charge

SUPPRESSIONS:  
No Charge

EXCHANGES:  
Not Available

PHONE NUMBERS:  
Not Available

ADDRESSING:  
Email / FTP / Other  
\$25.00 Flat

LIST OWNER:  
H. Avery Marketing

SAMPLE:  
Requested

NET NAME ARRANGEMENT:  
85% > 50,000  
Run Charge: \$10/M

We believe the information concerning this list to be correct, but we cannot guarantee its accuracy or the outcome of the mailings.