



TF001

Church Leaders & Attendees

Total List: 1,290,300 Base Price: \$60/M

These 100% direct response generated church leaders/attendees from primarily home schooling, church leadership, paid church staff or volunteers actively involved in their church. List is 100% Delivered Point Validated and NCOA updated monthly.

Product Interests:

Homeschool Interest.....	924,200
Pastoral/Lay Leaders Resources...	366,100

Head of Household Ages:

Age 18 to 29.....	8,200
Age 30 to 39.....	99,780
Age 40 to 49.....	467,390
Age 50 to 59.....	371,300
Age 60 to 69.....	382,790
Age 70+.....	232,600

Updated annually

Income:

\$15,000 to 34,999.....	112,650
\$35,000 to \$49,999.....	99,730
\$50,000 to \$74,999.....	467,390
\$75,000 to \$99,999.....	237,310
\$100,000+.....	254,820

Updated 2017

Ages of Children:

Ages 0 to 3.....	3,960
Ages 4 to 7.....	203,700
Ages 8 to 12.....	185,640
Ages 13 to 18.....	398,810

Updated annually

Selection Charges:

Head of Household Age.....	\$20/M
Age of Children.....	\$20/M
Income.....	\$20/M
Phone.....	\$20/M
Urban/Rural.....	\$10/M
State/Zip/County/MSA.....	\$5/M
Gender.....	\$5/M

Output Charges:

Keycodes/Title Lines.....	\$2/M
Panel Splits.....	\$10/ea.
Email/FTP.....	\$25/ea.

**Call for volume discounts!
5,000 Name Minimum Order**

M = per thousand

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