

RUSTY BARN PROMOTION GROUP



Bring Your Friends & Family for A Great Time!
Quilt, Craft & Sewing Festivals

Quilting and Needlework, Crafting

FILE DESCRIPTION

This file includes craft and sewing enthusiasts that have attended a festival for up-to-date sewing, crafting, and quilting classes. Attendees are actively purchasing supplies and equipment to help them in their hobbies. These crafters have previously responded to a postcard that was mailed to them, inviting them to attend this show. Attendees have paid \$7.00 entrance fee and spend an average of \$45.00 in products at the show. Average age of attendees is 63 and some of their additional interests include collecting art and antiques, houseplants, woodworking, and DIY living.

FILE BREAKDOWN

| | | |
|---------|----------------|------------|
| 451,565 | Total File | \$115.00/M |
| 153,188 | Last 12 Months | \$115.00/M |
| 77,566 | Last 6 Months | \$+5.00/M |
| 40,630 | Last 3 Months | \$+10.00/M |

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

| | |
|------------------|-----------|
| Email | \$50.00/F |
| FTP | \$50.00/F |
| Transmission Fee | \$40.00/M |

EMAIL BROADCAST CHARGES

| | |
|-----------------------|-----------------------|
| Email Address | \$160.00/M |
| Splits - First Pair | \$100.00/F |
| Each Additional Split | \$75.00/F |
| Suppression File | \$5.00/M or \$250 min |
| Test - First 2 | No Charge |
| Each Additional Test | \$100.00/F |

SELECTIONS AVAILABLE

| | |
|-----------------------------|------------|
| Age | \$7.00/M |
| Donors | \$7.00/M |
| Ethnicity | \$7.00/M |
| Gender | \$7.00/M |
| Hobbies/Interests | \$7.00/M |
| Home/Mortgage | \$7.00/M |
| Household | \$7.00/M |
| Income | \$10.00/M |
| Investment Type | \$7.00/M |
| KeyCode | \$2.00/M |
| Language | \$10.00/M |
| Lifestyle/Life Change Event | \$7.00/M |
| Marital Status | \$10.00/M |
| Occupation | \$7.00/M |
| Political Affiliation | \$7.00/M |
| Presence of Children | \$7.00/M |
| Religious Affiliation | \$10.00/M |
| Run Charges | \$10.00/M |
| Telephone Numbers | \$100.00/M |
| Zip/SCF/State | \$7.00/M |

Postal, Email

PROFILE

GENDER: 89% Female
 5% Male
AVG AGE: 63
AVG HHI: \$111,108
AVG SALE: \$45.00

SOURCE

100% Direct Mail

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

For more information, contact:

Patricia Thompson

Counts: counts@a-names.com
 Orders: orders@a-names.com
 Phone: (801) 235-8061 ext 120

INQUIRE FOR NON-PROFIT PRICING!

Updated October 2019

Updated: Quarterly

Names Thru: September 2019

Next Update: January 2020



4844 N 300 W, Suite 201 Provo, UT 84604
 Toll Free 1-800-434-1851

Email counts@a-names.com
 www.a-names.com