

NEW -- Active Donors and Contributors from Penton

Tap in to close to 700,000 professionals who are active contributors to environmental, political, health-related and charitable causes.



SEGMENTS

681,785	Total Universe / Universe Rate	\$75.00/M
681,785	Postal Records	\$75.00/M
106,740	Email Records	\$95.00/M
	Deployment	+ \$50.00/M
	Audience Extension - Targeted Banner Impressions	+ \$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	469826
mIn ID	
SRDS ID	

MEDIA TYPE

Business	
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SOURCE

Newsletter, Publications, Multi-buyers, Direct response, Controlled circulation, Attendees

GEOGRAPHY

USA

OPT-IN

Opt-out

MAINTENANCE

Market Entry	12/13/2016
New to Manager	11/10/2016
Counts Through	11/10/2016

DATA CARD MAINTENANCE

New To System	11/10/2016
"New to System" Announcement	
Last Update	12/13/2016
Next Update	12/31/2016
Update Frequency	QUARTERLY

DESCRIPTION

Penton's active contributors and donors file is comprised of close to 700,000 business decision makers that actively contribute to worthy causes. Use this list of influential professionals for Fundraising initiatives, donor acquisition and non-profit branding efforts.

Contributors have self-identified themselves as donors to multiple worthy causes, such as environmental projects and fundraising, health-related initiatives, religious institutions and political causes.

Description	Postal	Email
Environmental	242,438	39,727
Health	319,340	45,737
Religious	69,194	12,251
Political	50,813	9,025
Total	681,785	106,740

Penton reaches 17 markets, over 20MM professionals, and has touch points for virtually every industry. **Our diverse portfolio of properties can help you reach your target audience.**

Advertising:

For other Advertising opportunities please visit: PentonSmartReach.com

(Fundraising, Contributions, Donors, Contributors, Political, Charities, Charitable Causes, Environmental, Health)

SELECTS

Bus/Industry Type	\$15.00/M
Job Title	\$15.00/M
Number of Employees	\$15.00/M
Phone Number	\$60.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Employee Size	\$15.00/M
Job Function	\$15.00/M

MANAGER

Penton
<http://www.penton.com/>

GENDER

Male	69%
Female	13%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges **\$150.00/F**

CANCELLATION INSTRUCTIONS

All orders cancelled after tests have been sent will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.

KEY CODING

Key Coding is available
 Charges **\$3.00/M**

ADDRESSING

CARTRIDGE	\$35.00/F
CHESHIRE LABELS	NO CHARGE
DISKETTE	\$75.00/F
EMAIL	\$75.00/F
P/S LABELS	\$10.00/M
RUN CHARGE	\$10.00/M

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Rosalie Garcia Penton Media, Inc. 249 W. 17th Street New York, NY 10011		rosalie.garcia@penton.com	(212) 204-4358	
Zach Sherman Penton Media, Inc. 249 W. 17th Street New York, NY 10011		zach.sherman@penton.com	(212) 204-4347	
Anthony Treglia Penton Media, Inc. 249 W. 17th Street		anthony.treglia@penton.com	(212)-204-4231	

New York, NY 10011

★ = Primary contact

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