



datacard

Wiley Non-Profit/Fundraising Book Buyers

Counts Through December 2009

Updated January 2010

Overview:

18,050 Buyers \$155/M

Description:

Wiley Non-Profit/Fundraising Book Buyers are Foundation directors, Board of Trustee members, Executive and managerial level fundraising professionals and more.

They select from dozens of categories of books on the subject, from basic principles revisited to statistical modeling and analysis of

Donor behavior. The one thing they have in common is they buy from Wiley because Wiley sources the top authors on the most relevant topics!

Wiley, is a global publisher of high profile print and electronic products, providing thoughtful professionals, executives and the public with useful leading-edge resources, books and periodicals based on research and proven practice. Buyers retain high salaried management level positions and have authority to make company purchase decisions.

Target these Fundraising professionals for any and all business publications, book offers, seminars, business travel offers, and especially for consumer appeal offers.

Find out what so many mailers have found out in the past: Wiley files WORK and continue to WORK. Recommend a Wiley File today.

Source

Direct Mail Sold

Selection Charges

SCF \$10.00/M

STATE \$10.00/M

ZIP \$10.00/M

GENDER/SEX \$10.00/M

MAX PER COMPANY/SITES \$15.00/M

KEY CODE \$5.00/M

TOPIC \$15.00/M

Output Media

EMAIL \$50.00/F

FTP \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

Minimums

5,000

Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

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