

AKA

PRINTING & MAILING



AKA List Services is a management and brokerage resource.

Our function is to review your mailing goals, projects, and packages and then do the research required to find the lists that will provide the highest returns in both the number of new donors and the value of the gift. This research can include the traditional research of similar list offerings for comparable groups to a more in-depth analysis based on the behaviors of donors within a client's file.

List services also markets lists to generate income for a list owner and maintains the records of rentals and exchanges. Within AKA the list services group works as part of a team comprised of experienced direct marketing professionals, copywriters, and project managers to build new or support existing mailing plans.

Succinctly put, AKA List Services is a part of the service team at AKA Printing and Mailing whose job it is to help maximize your return, diminish your cost, and support your project through all of its phases. From concept to completion. Excellence is the only goal.

Data Processing

Anchor Direct Mail Suite – Programming, List Conversion, Merge/Purge and Postal Presort

Data Accepted – All Formats - Email, FTP, any Media other than Tape/Cartridge

Monticello Digital Postage Software

44¢



Proprietary Lists

CONCERNED AND CONSERVATIVE

252,418 Donors \$100.00/M

NCOA PROCESSED – DECEASED FILE PROCESSED – DELIVERY POINT VERIFIED

These are donors who have given to conservative electoral causes. This universe of donors reflects the core set of religious and patriotic values that will help to sweep control of the House and Senate back into Republican hands. Perfect for upcoming electoral battles. Both NCOA and deceased file processing have been run against this list as of 6/1/2010. Updated 6/1/2010.

DATE: 6/2/2010

SELECTIONS:

GEOGRAPHIC - \$5

ZIPFILE MATCHING - \$5

MINIMUM ORDER - 5,000

COMMISSION - 20% TO BROKERS

DELIVERY – 3 DAYS FROM DATE OF ORDER

AVERAGE DONATION: \$24

DELIVERY - \$50 (EMAIL ONLY)

NET ARRANGEMENTS FOR 25,000
OR MORE NAMES

NET RUN CHARGES - \$8/M

AKA CONCERNED CHRISTIAN DONORS

133,249 Donors \$110.00/M

*THOUSANDS OF NEW NAMES – COMPLETELY UPDATED – NCOA PROCESSED –
DECEASED FILE PROCESSED – DELIVERY POINT VERIFIED*

This is an extremely versatile list that has excellent potential for Christian charitable mailers. Will do well in pro-life, pro-family mailings, along with children's health campaigns and international relief efforts such as the Haitian earthquake. Both NCOA and deceased file processing have been run against this list as of 6/1/2010. Updated 6/1/2010.

DATE: 6/2/2010

SELECTIONS:

GEOGRAPHIC - \$5

ZIPFILE MATCHING - \$5

MINIMUM ORDER - 5,000

COMMISSION - 20% TO BROKERS

DELIVERY – 3 DAYS FROM DATE OF ORDER

DELIVERY - \$50 (EMAIL ONLY)

NET ARRANGEMENTS FOR 25,000
OR MORE NAMES

NET RUN CHARGES - \$8/M

44¢

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Proprietary Lists Continued

HOT CATHOLIC MULTI-DONORS

143,576 Donors \$110.00/M

COMPLETELY UPDATED – NCOA PROCESSED – DECEASED FILE PROCESSED – DELIVERY POINT VERIFIED

This is an extremely versatile list that has excellent continuation usage from devotional and charitable Catholic mailers. HCMD will do well in pro-life, pro-family mailings, along with children's health campaigns or any cause that lends itself to the "lost and least". To obtain continuation usages please contact the list manager. Both NCOA and deceased file processing have been run against this list as of 6/1/2010. Updated 6/1/2010.

DATE: 6/2/2010

SELECTIONS:

GEOGRAPHIC - \$5

ZIPFILE MATCHING - \$5

MINIMUM ORDER - 5,000

COMMISSION - 20% TO BROKERS

DELIVERY – 3 DAYS FROM DATE OF ORDER

AVERAGE DONATION: \$24

DELIVERY - \$50 (EMAIL ONLY)

NET ARRANGEMENTS FOR 35,000 OR MORE NAMES

NET RUN CHARGES - \$8/M

AKA CATHOLIC HOTLINE DONORS

37,253 Donors \$110.00/M

NCOA PROCESSED – DECEASED FILE PROCESSED – DELIVERY POINT VERIFIED

The universe is of Catholic donors to multiple causes all of whom have donated via direct mail in the last six months to Catholic causes. These are donors who have given to multiple campaigns and are highly direct mail responsive. Both NCOA and deceased file processing have been run against this list as of 6/1/2010. Updated 6/1/2010.

DATE: 6/2/2010

SELECTIONS:

GEOGRAPHIC - \$5

MINIMUM ORDER - 5,000

DELIVERY – 3 DAYS FROM DATE OF ORDER

AVERAGE DONATION: \$17

DELIVERY - \$50 (EMAIL ONLY)

ZIPFILE MATCHING - \$5

COMMISSION - 20% TO BROKERS

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Proprietary Lists Continued

FAST FOR LIFE CATHOLIC DONORS

41,726 Donors \$85.00/M

NCOA PROCESSED – DECEASED FILE PROCESSED – DELIVERY POINT VERIFIED

These are devout donors who responded to The Bishop's Conference asking that meatless Fridays be brought back as a sign off support for and the belief in the sanctity of the lives of the unborn. These are staunch donors who have been willing to deny themselves through fasting and provide monetary support to demonstrate their determination to defeat the culture of death in America. Both NCOA and deceased file processing have been run against this list as of 6/1/2010. Updated 6/1/2010.

DATE: 6/2/2010

SELECTIONS:

GEOGRAPHIC - \$5

ZIPFILE MATCHING - \$5

MINIMUM ORDER - 5,000

COMMISSION - 20% TO BROKERS

DELIVERY – 3 DAYS FROM DATE OF ORDER

AVERAGE DONATION: \$19

DELIVERY - \$50 (EMAIL ONLY)

For All List information Contact: jpell@aka1.com

PREPAYMENT OR LETTER OF GUARANTEE MAY BE REQUESTED FOR NEW ACCOUNTS

Telemarketers must submit a script for approval. There is an extra charge of \$40/m for telemarketers.

Restrictions: Sample mail piece required.

Cancellation Policy: All orders cancelled after mail date will incur full list rental charges.

44¢

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