



The American Legion - Enhanced Masterfile

(Updated 06/2020)

These donors have given their hard-earned dollars to support The American Legion but are not members. The American Legion is the nation's largest Veterans service organization, committed to mentoring youth and the sponsorship of wholesome community programs, advocating patriotism and honor, promoting strong national security, and devotion and support to our nation's service members and veterans.

Minimum Order: 5,000	Source: 100% Direct Mail	Average Donation: \$17
--------------------------------	------------------------------------	----------------------------------

Enhancements:

(Counts listed for Active Donors segment)
Enhanced Selects Available at +\$16.00/M.

- 191,178 Age (65+)
- 83,854 Income (\$65K+)
- 194,314 Charitable Causes
- 114,511 Health Causes
- 155,253 Political Causes
- 83,883 Religious Causes
- 76,319 Veteran's Causes
- 122,756 Beauty/Cosmetics
- 193,446 Cooking
- 163,493 Collectibles
- 117,362 Children's Interests
- 181,081 Crafts
- 206,033 Electronics/Computers
- 71,521 Environmental Issues
- 205,153 Exercise/Health
- 75,086 Fishing
- 200,937 Gardening
- 202,213 Home Furnishing Dec.
- 211,840 Home Improvement
- 92,412 Hunting/Shooting
- 162,156 Investment Grouping
- 129,206 Mail Order Buyer
- 302,799 Movies/Music
- 175,312 Outdoors
- 270,121 Pet Owners
- 209,933 Reading-General
- 191,303 Sports Grouping
- 177,260 Travel Grouping

*Additional selections are available. Please inquire.

Recency Counts and Rates:

97,179	0-6 Mo	\$95/M
167,638	0-12 Mo	\$90/M
225,978	0-18 Mo	\$85/M
284,298	0-24 Mo	\$80/M

Standard Selections:

\$5+ Donors	\$5.00/M
\$10+ Donors	\$10.00/M
SCF/State/Zip	\$6.00/M
Gender	\$6.00/M
Non-Reciprocal	\$20.00/M
Net Name (50,000+)	85/10

Addressing (flat fee):

FTP/Email	\$55.00/F
-----------	-----------

Details:

20% Commission to Known Brokers. Service bureau requires 3 business days to process orders.

File caps at \$99.99

Contact:

Sue Wong, List Manager
Tel. 410-721-5700 x2318
E-mail: swong@nflists.com

Please send list clearances & orders to:
orders@nflists.com

All processed orders cancelled before mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.