

## Caring Cancer Contributors

(Updated 07/10)

*These caring and generous donors have shown their support to national cancer causes. These donors have funded programs that increase public awareness of the causes of cancer, early detection and prevention, provide support to cancer victims, and also fund treatment and research projects.*

### **\*\* New To Market \*\***

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$12
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#### Counts and Rates:

*\* Rental only file!*

315,613	Donor Universe	\$65/M
297,920	Donors \$5+	\$70/M
240,200	Donors \$10+	\$75/M
Gender		+\$6/M
125,017	Males	
229,264	Females	

#### Usage Information:

*New List- all usages are Test*

- AICR Health Cause Contributors
- American Federation of Police
- American Heart Association
- American Indian Relief Council
- American Parkinson Disease Association
- Cancer Care
- Marine Toys for Tots
- MD Anderson Cancer Research
- Mothers Against Drunk Driving
- Prostate Cancer Foundation
- Smile Train
- Vietnam Veterans Memorial Fund
- Wounded Warrior Project

#### Selections:

State/Zip/SCF	\$6/M
Gender	\$6/M
Running Charges	\$10/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

#### Addressing (flat fee):

FTP	\$50
E-mail	\$50

\*Cartridge and Tape available upon request.

#### Details:

20% Commission to Brokers.  
Pre-clearance required. Service bureau requires 3 working days to process orders, otherwise \$85/F rush fee applies.

#### Contact:

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