

## Mothers Against Drunk Driving-Enhanced Age/Married/Presence of Children

*Donors to one of the most widely supported and well-respected charities in the country dedicated to fighting drunk driving and supporting victims of the crime.*

*These are mature (age 45+), well-educated and affluent individuals who enjoy reading, cooking, gardening, shopping by catalog, travel, and family life. These donors are ideal for fundraising, commercial, child related causes, and seniors prospect appeals.*

**Minimum Order:**  
5,000

**Source:**  
100% Direct Mail

**Average Donation:**  
\$24

### Selections with Counts

<b>Selections:</b>	<b>Count</b>	<b>Price/M</b>
Married		
0-6 Mo	86,308	\$100/M
0-12 Mo	148,445	\$95/M
0-24 Mo	222,997	\$90/M
Presence of Children		
0-6 Mo	31,955	\$100/M
0-12 Mo	55,875	\$95/M
0-24 Mo	86,638	\$90/M

*\*File caps at \$99.99*

Please inquire for counts by age.

### Usage Information:

- AICR Health Cause Contributors (T)
- Alzheimer's Disease Fund (T)

### Selections:

\$5+ Donors	\$5/M
\$10+ Donors	\$10/M
SCF/State/Zip	\$6/M
Gender	\$6/M
Net Name (50,000+)	85/10
Non Reciprocal	\$20/M

### Addressing (flat fee):

FTP	\$50
E-mail	\$50

Cartridge and Tape available at request.

### Details:

20% Commission to Brokers.  
Pre-clearance required.

### Contact:

Gaea Scott, List Manager  
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E-mail: [GScott@nflists.com](mailto:GScott@nflists.com)  
[www.nflists.com](http://www.nflists.com)

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