

Mothers Against Drunk Driving- Enhanced Health

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, and health appeals.

Minimum Order:
5,000

Source:
100% Direct Mail

Average Donation:
\$24

Selections with Counts

Selections:	Count	Price/M
0-6 Mo	98,169	\$100/M
0-12 Mo	168,935	\$95/M
0-24 Mo	257,926	\$90/M

*File caps at \$99.99

Usage Information:

- City Harvest (T)
- AICR Health Cause Contributors (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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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.