

Mothers Against Drunk Driving – Contributors

(Updated 6/07)

Donors to one of the most widely supported and well-respected charities in the country dedicated to safe driving and supporting victims of car crashes caused by alcohol abuse. These are mature, well-educated and affluent individuals who enjoy social activism, gardening, shopping by catalog, cultural arts, and travel. These generous donors are ideal for both fundraising and commercial prospect appeals.

Minimum Order:
5,000

Source:
100% Direct Mail

Average Donation:
\$15

Selections with Counts

Selections:	Count	Price per/M
Universe:	490,730	\$75
0-12 Month	229,353	+10

Commercial Mailers Only:	Count	Price per/M
Universe:	490,730	\$65
0-12 Month	229,353	+10
1 Month \$5+		+25
3 Month \$5+		+20
6 Month \$5+		+15

Other Selections:

Selections:	Count	Price per/M
Religious	79,312	+11
Political	73,940	+11
Health	143,115	+11
General	20,683	+11
Environmental	52,421	+11
Charitable	121,259	+11

Selections:	Price per/M
Keycoding	+2
State, SCF or ZIP	+7
Non-Reciprocal Fee	+20
Running Charges	+10
Net Name (50M+)	85/10
Zip Tape Set Up	\$15/Each addl
Email/FTP Delivery	\$50/Flat

Recommended for:

- Activism
- Catalog buyers
- Magazine/Newsletter subscribers
- Veterans and children's appeals
- Books/Literature
- Religious
- Membership
- Health and Insurance
- Public TV
- Travel
- Wildlife/environmental

Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process orders, otherwise \$85/F rush fee applies. All processed orders cancelled before the mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges.

Contact:

JoAnn Nemecek, Account Executive
Tel. 410-721-5700
Fax 410-721-5795
E-mail: jnemecek@nflists.com

Please call for usage information.