

Mothers Against Drunk Driving – Interests

(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, reading, photography, 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:	781,182	\$75
0-12 Month	439,679	+10

Commercial Mailers Only:	Count	Price per/M
Universe:	781,182	\$65
0-12 Month	439,679	+10
1 Month \$5+		+25
3 Month \$5+		+20
6 Month \$5+		+15

Other Selections:

Selections:	Count	Price per/M
Crafts	37,126	+11
Gardening	53,254	+11
Books/Reading	271,552	+11
Sports	52,535	+11
Cooking/Specialty Foods	50,801	+11
Do-It-Yourselfers	40,394	+11
Photography	142,105	+11
Computers	92,769	+11
News & Financial	40,646	+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
- Veterans and children's appeals
- Books/Literature
- Credit Card
- Health and Insurance
- Public TV
- Travel
- Wildlife/environmental
- Magazine/Newsletter subscribers
- Fitness

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.