

Mothers Against Drunk Driving – Mail Order Buyers

(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, 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:	229,411	\$75
0-12 Month	104,973	+10

Commercial Mailers Only:	Count	Price per/M
Universe:	229,411	\$65
0-12 Month	104,973	+10
1 Month \$5+		+25
3 Month \$5+		+20
6 Month \$5+		+15

Other Selections:

Selections:	Count	Price per/M
\$5+		+5
\$10+ Donors		+10
\$15+ Donors		+15
\$20+ Donors		+20
Male		+9
Female		+9
Age		+11
Income		+11
Homeowners		+11
Mail Order Buyer - Single		+11
Mail Order Buyer - Multi		+16
Presence of Children		+11

Life Style:

Male Merchandise Buyer	36,257	+11
Female Merchandise Buyer	99,580	+11
Craft/Hobby Buyer	37,126	+11
Book Buyer	171,866	+11
Gadgets Buyer	84,880	+11
General Merchandise Buyer	103,503	+11
Upscale Merchandise Buyer	17,422	+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:

- Catalog buyers, magazines and newsletters
- Books/Literature
- Credit Card
- Health
- Travel
- Children's Appeals

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:

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Please call for usage information.