

# Mothers Against Drunk Driving – Seniors

(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:	173,702	\$75
0-12 Month	114,181	+10

Commercial Mailers Only:	Count	Price per/M
Universe:	173,702	\$65
0-12 Month	114,181	+10
1 Month \$5+		+25
3 Month \$5+		+20
6 Month \$5+		+15

## Other Selections:

Selections:	Count	Price per/M
Age	173,702	+11
Income	249,623	+11
Marital Status	105,576	+11
Retired	61,507	+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
- Sweepstakes
- Humanitarian/social welfare

## 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.