

Mothers Against Drunk Driving – Subscribers

(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
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Selections with Counts

Selections:	Count	Price per/M
Universe:	305,883	\$75
0-12 Month	140,706	+10

Commercial Mailers Only:	Count	Price per/M
Universe:	305,883	\$65
0-12 Month	140,706	+10
1 Month \$5+		+25
3 Month \$5+		+20
6 Month \$5+		+15

Other Selections:

Selections:	Count	Price per/M
Female Oriented Magazine	72,410	+11
Male Sports Magazine	52,535	+11
Religious	105,540	+11
Gardening/Farming	39,801	+11
Culinary	35,597	+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, magazines and newsletters
- Veterans and children's appeals
- Books/Literature
- Credit Card
- Health and Insurance
- Public TV
- Travel
- Publications

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.