



(Updated 5/2018)

## The American Legion Non-Member Donors

*These donors are people who have given their hard-earned dollars to support **The American Legion** but are not members. The American Legion is the nation's largest Veterans service organization, committed to mentoring youth and the sponsorship of wholesome community programs, advocating patriotism and honor, promoting strong national security, and devotion and support to our nation's service members and veterans. The American Legion promotes "Americanism," which is more than just baseball & apple pie! It's also citizenship, flag advocacy and etiquette, getting out to vote, supporting scouts and injured veterans, providing health care information and family support, and many more important programs and services.*

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$15
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### Counts and Rates:

(File caps at \$99.99)

105,377	0-6 Mo	\$90/M
172,344	0-12 Mo	\$85/M
160,966	0-12 Mo \$5+	+\$5/M
122,405	0-12 Mo \$10+	+\$10/M
238,304	0-18 Mo	\$80/M
222,790	0-18 Mo \$5+	+\$5/M
169,412	0-18 Mo \$10+	+\$10/M
293,397	0-24 Mo	\$75/M

\*0-6 month is available on exchange with limited rental.  
Reciprocal pricing will apply.

### Selections:

\$5+	\$5/M
\$10+	\$10/M
State/Zip/SCF	\$6/M
Gender	\$6/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

### Addressing (flat fee):

FTP/Email	\$50
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### Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders.

### Usage Information: (partial listing, L12 months) \*(Updated 2/28/2018)

- Adopt A Platoon
- AMVETS National Service Fnd
- Blinded Veterans Assn
- Coalition/Salute Amer Heroes
- Eisenhower Fnd
- Help Heal Veterans
- Helping Amer Heroes
- Howard Jarvis
- MD Anderson Cancer Research
- Operation Finally Home
- Red Cloud Indian School
- Senior Citizens Alliance
- Seniors Advocate
- Special Olympics Intl
- United Amer. Patriots
- US Navy Memorial
- Vietnam Veterans Memorial Fund
- World War II Veterans Committee

### Contact:

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All processed orders cancelled before mail date will incur a \$50 cancellation fee in addition to applicable running, selection, and shipping charges.