

# Mothers Against Drunk Driving

(Updated 07/10)

*Donors to one of the most widely supported and well-respected charities in the country dedicated to fighting drunk driving and supporting victims of this crime. These are mature (age 45+), well-educated and affluent individuals who enjoy gardening, shopping by catalog, cultural arts, and travel. Ideal prospects for fundraising, wildlife/environmental and travel offers.*

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$17
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## Counts and Rates:

218,883	0-6 Mo	Exchange only
355,117	0-12 Mo	\$85/M
419,935	0-18 Mo	\$80/M
468,501	0-24 Mo	\$75/M
30,329	1 Month Hotline*	\$95/M
102,249	3 Month Hotline*	\$90/M

\*Hotline available to commercial mailers only  
Former donors available – pricing negotiable

## Profile/Demographics:

- Age 45+
- Highly educated, affluent
- Married, homeowners
- Catalog shoppers, gardening, cultural arts, frequent travelers and wildlife/environmental

## Recommended for:

- Books/Literature
- Catalog
- Children's
- Credit Card
- Health
- Insurance
- Public TV
- Travel
- Wildlife/environmental

## Selections:

\$5+ Donors	\$5/M
\$10+ Donors	\$10/M
Gender	\$6/M
State/Zip/SCF	\$6/M
Running Charges	\$10/M
Net Name (50M+)	@85/10
Non-Reciprocal	\$20/M
Zip Set Up	\$15/E

## Addressing (flat fee):

FTP	\$50
E-mail	\$50

\*Cartridge and Tape available at request.

## Details:

20% Commission to Brokers.  
Pre-clearance required. Service bureau requires 3 working days to process orders, otherwise \$85/F rush fee applies.

## Contact:

Gaea Scott, Jr. Account Executive  
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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.