



Founded by a mother who lost her daughter in a crash, Mothers Against Drunk Driving® (MADD) is the nation's largest nonprofit working to protect families from drunk driving and underage drinking, and provide help to those who have become victims of this crime. These are mature (age 45+), well-educated and affluent donors who enjoy reading, cooking, gardening, shopping by catalog, travel, and family life. They are ideal prospects for fundraising, wildlife/environmental and travel offers.

Minimum Order: 5,000	Source: 100% Direct Mail	Average Donation: \$24	Gender: 61% Female 32% Male
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Counts and Rates:

Counts Thru: 12/31/2011

117,776	0-6 Mo	exchange only
257,236	0-12 Mo	\$85/M
324,499	0-18 Mo	\$80/M
381,251	0-24 Mo	\$75/M
26,296	1 Month Hotline*	\$100/M
67,612	3 Month Hotline*	\$95/M

*Hotlines available to commercial mailers only.

Enhancements are available- please check out our website at www.nflists.com for more information!

Recommended for:

- Health causes
- Children's causes
- Humanitarian/relief
- Catalog/Magazines
- Books/literature
- Public TV
- Travel
- Wildlife/environmental

Selections:

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

Addressing (flat fee):

FTP	\$50
E-mail	\$50

*Cartridge and Tape available at request.

Please call for usage information. A 20% broker commission is available to recognized brokers. Pre-clearance is required. Service bureau requires 3 working days to process orders, otherwise rush fees apply. File caps at \$99.99

Contact:

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www.nflists.com

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