

# Mount Vernon Ladies' Association

(Updated 07/10)

*The Mount Vernon Ladies' Association dedicates their efforts to preserving the beloved, historic home of George Washington and his legacy. Of priceless significance to American history, the estates of Mount Vernon are a reflection of George Washington's era, and serve as the framework by which the association educates donors, members, and visitors.*

<b>Minimum Order:</b> 5,000	<b>Source:</b> 100% Direct Mail	<b>Average Donation:</b> \$35	<b>Gender:</b> Female/Male/Unknown 43% 47 % 10%
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### Counts and Rates:

22,078	0-6 Mo*	\$120/M
35,090	0-12 Mo	\$115/M
45,952	0-24 Mo	\$110/M

\*0-6 Mo names available on reciprocal basis only.

### Usage Information:

- Adopt A Platoon
- American Civil Rights Union
- Americans For Immigration Reform
- Chesapeake Bay Foundation
- Citizens United Fnd
- Civil War Preservation Trust
- Coalition to Salute Americas Heroes
- Colonial Williamsburg
- Ford's Theatre
- Gettysburg Foundation
- The Heritage Foundation
- Jamestown-Yorktown Foundation
- Marine Toys for Tots
- Memorial Sloan Kettering Cancer Center
- National Republican Senatorial Committee
- National Trust Historic Preservation
- Pacific Aviation Museum
- Patton Museum Foundation
- Ronald Reagan Presidential Foundation
- Republican National Committee
- Smile Train
- Smithsonian Contributing Members
- WETA
- Young America's Foundation

### Selections:

\$5+ Donors	\$5/M
\$10+ Donors	\$10/M
Gender	\$6/M
SCF/State/Zip	\$6/M
Net Name (50,000+)	85/10
Non Reciprocal	\$20/M

### 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:

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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.