

# National Humane Education Society

(Updated 03/10)

*Donors to the Society help rescue and protect abused and abandoned animals, find adoptive homes and educate the public about the humane care of all animals.*

**Minimum Order:**  
5,000

**Source:**  
100% Direct Mail

**Average Donation:**  
\$14

## Counts and Rates:

48,028	0-6 Mo	\$90/M
67,231	0-12 Mo	\$85/M
97,203	0-24 Mo	\$75/M

Former donors available – pricing negotiable

## Usage Information:

- African Wildlife Foundation
- Alley Cat Allies
- Alley Cat Rescue
- American Humane Association
- Animal Legal Defense Fund
- ASPCA
- Best Friends Animal Sanctuary
- Doris Day Animal League
- Farm Sanctuary
- Fund for Animals
- Humane Society US
- International Fund for Animal Welfare
- North Shore Animal League
- People for the Ethical Treatment of Animals
- Sisters of St. Francis Assisi
- Tiger Creek

## Selections:

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

## Addressing (flat fee):

FTP	\$50
E-mail	\$50

\*Cartridge and Tape available upon 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.