

AMERICAN DONORS FOR FIREFIGHTERS

211,571	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
116,960	6 MONTH DONORS	ADD	\$10.00/M	\$28.00 AVERAGE
72,583	3 MONTH DONORS	ADD	\$15.00/M	
26,073	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 55% MALE CAN SELECT

THESE AMERICAN DONORS HAVE ACTIVELY SUPPORTED INDIVIDUALS WHO HAVE BEEN AFFECTED BY A FIRE OR DISASTER AND NON-PROFIT CHARITIES, AGENCIES AND INSTITUTIONS ALONG WITH VOLUNTEER FIRE DEPARTMENTS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE CHARITABLE DONATIONS PROVIDE MEDICAL CARE AND REHABILITATION, HOUSING (MORTGAGE/RENT PAYMENTS), FOOD, SHELTER, CLOTHING, MEDICAL SUPPLIES/EQUIPMENT, EDUCATION/TRAINING, SCHOLARSHIPS AND EMERGENCY FUNDS.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THE FIREFIGHTERS CHARITABLE FOUNDATIONS PROVIDE FUNDING FOR EDUCATIONAL PROGRAMS ON FIRE AND BURN PREVENTION, ASSISTANCE TO FIRE OR DISASTER VICTIMS, MEDICAL EQUIPMENT AND SUPPLIES AND SUPPORT EDUCATIONAL AND COMMUNITY OUTREACH PROGRAMS AND OTHER RELATED CHARITABLE OUTREACHES.

UPDATES MONTHLY

THESE DEDICATED CONTRIBUTORS ARE AN AVERAGE AGE OF 40 WITH AN AVERAGE INCOME OF \$60,000. DUE TO THE FIREFIGHTERS UNSELFISH ACTS OF HEROISM ON SEPTEMBER 11, OUR NATION IS ACTIVELY SUPPORTING THEIR FUND-RAISING CAUSES.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 80% DIRECT MAIL 20% TELEPHONE APPEAL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
PHONES	\$30.00/M
AGE OR INCOME	\$15.00/M
GENDER	\$6.00/M
DEMOGRAPHICS	\$15.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

(AMERICAN DONORS FOR FIREFIGHTERS CONTINUED)

** USAGE **

9-11 RESCUE FNDTN	HABITAT FOR HUMANITY	NAT'L VETS SERVICE
ALPHA DOG MARKETING	HELP HOSP. VETS	NY FOUNDLING HOSP.
AM CANCER SOCIETY	JAMES D'HERON MEMORIAL	OPERATION SMILE
AM COLLEGE EM PHYSICIANS	LAW LEGAL DEFENSE	PUBLIC TV
AM RED CROSS	LIPENWALD, INC.	SEATTLE FIREFIGHT
AM TARGET ADMISSIONS	MEALS ON WHEELS	SPECIAL OLYMPICS
ARTHRITIS FNDTN	MEDIC ONE FOUNDATION	ST.LABRE INDIAN
CARL BLOOM ASSOC.	MEMORIAL SLOAN-KETTERING	US OLYMPIC COMM.
CHILDRENS MIRACLE NETWK	MILLER SCHOOL MEDICINE	WESTCHESTER FOOD
CUSTOM MISSIONS	NAT'L MS SOCIETY	WORLD TRADE CTR
EASTER SEALS	NAT'L SRCH DOG FND	

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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