

AMERICAN HERITAGE WAY DONOR MASTERFILE

535,696	12 MONTH CONTRIBUTORS		\$70.00/M	UNIT OF SALE:
396,588	6 MONTH CONTRIBUTORS	ADD	\$10.00/M	SELECTABLE
134,959	3 MONTH CONTRIBUTORS	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		GENDER: 60% MALE
	UPDATED QUARTERLY			CAN SELECT

ULTRA CONSERVATIVE DONORS WITH STRONG BELIEFS IN THE AMERICAN WAY OF LIFE AND PRESERVATION OF OUR AMERICAN HERITAGE. THESE ARE PRIMARILY WEALTHY REPUBLICAN AND CONSERVATIVE CONTRIBUTORS WHO SPEND TIME AND MONEY GIVING TO LOCAL AND NATIONAL EFFORTS SUCH AS LANDMARK RESTORATION, NATIONAL PARKS AND MONUMENTS.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000

MOST ARE EXTREMELY POLITICALLY ACTIVE AND DONATE TO THEIR CANDIDATES FUNDRAISING AND ELECTION CAMPAIGNS.

SAMPLE REQUIRED
THRU: JANUARY 12
NEXT: JULY 12

CONTRIBUTOR SELECTS AT \$10/M:

RELIGIOUS DENOMINATION POLITICAL PARTY

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: 40% DIRECT MAIL, 60% SPACE ADS, CAS

SELECTIONS: STATE, SCF, ZIP, GENDER	\$6.00/M
SOURCE	\$10.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
PHONE NUMBERS	\$30.00/M
MULTI DONOR	\$10.00/M
CONTRIBUTOR TYPE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

(CONTINUED ON NEXT DATACARD)

Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

AMERICAN HERITAGE WAY DONOR MASTERFILE (CONT.)

** USAGE **

AM CTR LAW & JUSTICE	LIBERTY MEMORIAL	SHERIFF'S ASSOC.
AMERICAN CANCER SOC.	MARK KENNEDY FOR SENATE	SPECIAL OLYMPICS
AMERICAN RED CROSS	MCCAIN EXPLORATORY COMM.	ST. JOSEPH INDIAN
AMVETS NAT'L SVC FNDTN	MISSIONS GROUP	ST. JUDE'S HOSP.
ARTHRITIS FNDTN	NAT'L LAW ENFOR. OFFICERS	STATE REPUB. PARTY
BOY SCOUTS OF AMERICA	NAT'L MUSEUM U.S. ARMY	U.S. OLYMPIC TEAM
CITY MISSION MINISTRIES	NAT'L REP. CONG. COMM.	US MONEY RESERVE
COLEMAN FOR SENATE	NAT'L REVIEW, INC.	US MONEY RESERVE
CONCERNED WOMEN AMERICA	NAT'L RIGHT TO WORK FND	USO HQ
DIAKON LUTHERAN MINISTRY	NCI CANCER CENTERS	VETS FOREIGN WARS
FATHER FLANAGAN BOYS & GINE CNTR FOR HOMELESS VETS	PRISON FELLOWSHIP	VIETNAM VETS MEM.
FL SHERIFFS YOUTH RANCH	PUBLIC TV	WI GOP
FOCUS ON THE FAMILY	RAESE SENATE COMM.	WORLD TRADE CTR
FRIENDS OF GEORGE ALLEN	RNC VICTORY	WOUNDED WARRIOR
HELP HOSPITALIZED VETS	SALVATION ARMY	
JOHN MCCAIN		

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