

GOOD SAMARITANS

778,957	12 MONTH CHARITY DONORS	\$80.00/M	
468,696	12 MONTH HEALTH DONORS	\$80.00/M	
189,970	12 MONTH POLITICAL DONORS	\$80.00/M	ADDRESSING:
296,316	12 MONTH RELIGIOUS DONORS	\$80.00/M	SEE SELECTIONS
279,676	12 MONTH VETERANS CAUSES	\$80.00/M	
298,307	12 MONTH ANIMAL CONCERNS	\$80.00/M	
34,426	12 MO. ART/CULTURAL CONCERN	\$80.00/M	
376,440	12 MONTH CHILDRENS CONCERNS	\$80.00/M	KEYING: \$2.00/M
317,906	12 MONTH ENVIRONMENTAL DONOR	\$80.00/M	
18,307	12 MO. HUMANITARIAN CONCERNS	\$80.00/M	
26,977	12 MO. WORLD RELIEF CONCERNS	\$80.00/M	MINIMUM ORDER: 5,000

REACH CONSCIENTIOUS HOUSEHOLDS WHERE ONE OR MORE INDIVIDUALS HAVE DONATED VIA DIRECT MAIL, WEB OR TELEMARKETING TO A VARIETY OF ORGANIZATIONS.

SAMPLE REQUIRED

THESE GOOD SAMARITANS HAVE GIVEN FROM THEIR HARD EARNED INCOME TO ORGANIZATIONS CARING FOR OUR NATIONS CHILDREN, FOR THOSE SUFFERING FROM HEALTH MEDICAL AILMENTS, TO SUPPORT THEIR OWN POLITICAL AND RELIGIOUS BELIEFS, TO SUPPORT OUR ADMIRER VETERANS, AND TO PROVIDE A VOICE FOR ALL ANIMALS. REGISTERED VOTERS ARE ALSO AVAILABLE.

THRU: FEBRUARY 08
NEXT: AUGUST 08

THIS MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND RESPONSE ELEMENTS OFFERS ACTIONABLE INFORMATION ON APPROXIMATELY 117 MILLION HOUSEHOLDS AND 240 MILLION INDIVIDUALS FROM DATA SOURCED THAT INCLUDE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION AND SURVEY SOURCES.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

** USAGE **

ASPCA
CATHOLIC CHARITIES

CATHOLIC COMMUNITY SVCS
HUMANE SOCIETY U.S

NAT'L PARKS FNDTN
SW INDIAN FNDTN

Midwest Direct Marketing, Inc.

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