

521,222	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
229,642	6 MONTH DONORS	ADD	\$10.00/M	\$27.00 AVERAGE
118,243	3 MONTH DONORS	ADD	\$15.00/M	
47,342	MONTHLY HOTLINE	ADD	\$30.00/M	GENDER: 55% MALE CAN SELECT

THESE CHARITABLE DONORS ACTIVELY SUPPORT LAW ENFORCEMENT PERSONNEL. THESE GENEROUS INDIVIDUALS DONATE TO ORGANIZATIONS FOR MANY CAUSES INCLUDING EMERGENCY FINANCIAL ASSISTANCE, FAMILY MEMBERS OF POLICE OFFICERS WHO HAVE PERISHED IN THE LINE OF DUTY, GRIEF COUNSELING, EDUCATIONAL SCHOLARSHIPS, TRAINING, COMMUNITY ASSISTANCE AND BODY ARMOR AND EQUIPMENT.

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

THESE DEDICATED CONTRIBUTORS ARE AN AVERAGE AGE OF 40 WITH AN AVERAGE INCOME OF \$60,000. THESE CONTRIBUTORS BELIEVE IN CHARACTER, MORALITY, TRUTH, JUSTICE AND THE RIGHT FOR FREEDOM AND THEY SUPPORT THOSE FIGHTING FOR THE SAME CAUSES.

UPDATES MONTHLY

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](http://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

**\*\* USAGE \*\***

9-11 RESCUE FNDTN	LAW ENFORCE. LEGAL DEF	SHERRIFF'S ASSN.
ALZHEIMERS ASSN.	MA POLICE ASSOC.	SPECIAL OLYMPICS
AM. CANCER SOCIETY	MADD	UNION RESCUE
AMERICAN RED CROSS	MEMORIAL SLOAN-KETTERING	US DEPUTY SHERRIFF
AMERICAN LUNG ASSOC.	MILLER SCHOOL MEDICINE	US OLYMPIC COMM.
AMVETS NAT'L SVC FNDTN	NAT'L COMM. PRESERVE S.S.	VA SHERIFF'S ASSOC
DISABLED AM VETERANS	NAT'L RIFLE ASSN.	VETS FOREIGN WARS
FL SHERIFFS YOUTH RANCH	NAT'L VETS SERVICE	WOUNDED WARRIOR
HELP HOSPITALIZED VETS	NATIONAL CANCER COALITION	
JUNIOR PUBLIC	POLICE SAFETY ASSN	

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)