

**AMERICAN DONORS FOR FIREFIGHTERS**

410,638	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
267,148	6 MONTH HOTLINE	ADD	\$10.00/M	\$28.00 AVERAGE
174,639	3 MONTH HOTLINE	ADD	\$15.00/M	
96,007	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES - INQUIRE			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 DONORS ARE ALSO POLITICALLY ACTIVE AND DONATE TO THEIR RESPECTIVE CANDIDATES AND CAUSES.

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.

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
ELECTRONIC DELIVERY	\$50.00

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**

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(AMERICAN DONORS FOR FIREFIGHTERS CONTINUED)

\*\* USAGE \*\*

AMERICAN CANCER SOCIETY	MARCH OF DIMES	STARSET COMMUNICATIONS
BOYS & GIRLS CLUBS	PVA	USO
DISABLED AMERICAN VETERANS	RESCUE MISSIONS	VOLUNTEER FIREFIGHTER
FEEDING AMERICA	SHERIFF'S ASSOCIATION	
HABITAT FOR HUMANITY	SO OTHERS MIGHT EAT	

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

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