

AMERICAN HERITAGE WAY DONOR MASTERFILE

693,361	12 MONTH CONTRIBUTORS		\$70.00/M	UNIT OF SALE:
450,389	6 MONTH CONTRIBUTORS	ADD	\$10.00/M	SELECTABLE
292,583	3 MONTH CONTRIBUTORS	ADD	\$15.00/M	
	1 MONTH CONTRIBUTORS	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		GENDER: 60% MALE 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
UPDATED MONTHLY

CONTRIBUTOR SELECTS AT \$10/M:

RELIGIOUS DENOMINATION	POLITICAL PARTY
ULTRA CONSERVATIVES	VETERAN DONORS

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: 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)

AMERICAN HERITAGE WAY DONOR MASTERFILE (CONT.)

** USAGE **

BASILICA OF NAT'L SHRINE	DOCTORS W/O BORDERS	US MONEY RESERVE
BOYS & GIRLS CLUBS	JERUSALEM PRAYER TEAM	WHITE HOUSE HISTOR
COAST GUARD FOUNDATION	RESCUE MISSIONS	WOUNDED WARRIOR
CONGRESSIONAL MONITOR	SALVATION ARMY	

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