

**AMERICAN HERITAGE WAY DONOR MASTERFILE**

688,843	12 MONTH CONTRIBUTORS		\$70.00/M	UNIT OF SALE:
487,629	6 MONTH CONTRIBUTORS	ADD	\$10.00/M	SELECTABLE
290,574	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 \*\*

AMERICAN INDIAN COLLEGE	LIBRARY OF AMERICA	US MONEY RESERVE
BOYS & GIRLS CLUBS	MEMORIAL DAY FOUNDATION	WHITE HOUSE HISTORICAL
COAST GUARD FOUNDATION	NAT'L PARK FOUNDATION	WOUNDED WARRIOR
CONGRESSIONAL MONITOR	RESCUE MISSIONS	
DOCTORS W/O BORDERS	SALVATION ARMY	

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