

625,423	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
406,752	6 MONTH HOTLINE	ADD	\$10.00/M	\$27.00 AVERAGE
264,838	3 MONTH HOTLINE	ADD	\$15.00/M	
	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES - INQUIRE			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

UPDATED MONTHLY

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.

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
	TELEPHONES	\$30.00/M
	AGE OR INCOME	\$15.00/M
	LIFESTYLE	\$15.00/M
	PRESENCE OF CHILDREN	\$15.00/M
	GENDER	\$6.00/M
	DEMOGRAPHICS	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AMERICAN LUNG ASSOC	SALVATION ARMY	USO
FEEDING AMERICA	SHERIFF'S ASSOCIATIONS	VOLUNTEER FIREFIGHTER
LAW ENFORCEMENT LEGAL	SO OTHERS MIGHT EAT	

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