

622,787	12 MONTH DONORS		\$80.00/M	UNIT OF SALE:
404,683	6 MONTH HOTLINE	ADD	\$10.00/M	\$27.00 AVERAGE
260,114	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

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.

SAMPLE REQUIRED  
  
UPDATED 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.

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 \*\*

FL SHERIFFS YOUTH RANCH	TUNNEL TO TOWERS
RESCUE MISSIONS	U.S. DEPUTY SHERIFF'S
SALVATION ARMY	USO
STARSET COMMUNICATIONS	

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