

**CHILDREN'S CHARITABLE CONTRIBUTORS**

|         |                 |     |            |                  |
|---------|-----------------|-----|------------|------------------|
| 471,129 | 12 MONTH DONORS |     | \$80.00/M  | UNIT OF SALE:    |
| 306,781 | 6 MONTH DONORS  | ADD | \$10.00/M  | \$28.00 AVERAGE  |
| 199,004 | 3 MONTH DONORS  | ADD | \$15.00/M  |                  |
| 85,986  | 1 MONTH HOTLINE | ADD | \$20.00/M  | GENDER: 55% MALE |
|         | EMAIL ADDRESSES |     | \$150.00/M | CAN SELECT       |

THESE CHARITABLE DONORS ACTIVELY SUPPORT MANY CAUSES FOR THE WELFARE OF CHILDREN. THESE SUPPORTERS DONATE TO ORGANIZATIONS THAT ARE DEDICATED TO LOCATING MISSING, STOLEN, LOST, RUNAWAY, AND EXPLOITED CHILDREN AND REUNITING THEM WITH THEIR LEGAL GUARDIAN; AS WELL AS SEVERAL OTHER CHILDREN'S CAUSES.

ADDRESSING:  
SEE SELECTIONS  
  
KEYING: \$2.00/M  
  
MINIMUM ORDER:  
5,000

THESE COMPASSIONATE CONTRIBUTORS ARE AN AVERAGE AGE OF 40 WITH AN AVERAGE INCOME OF \$60,000. THESE DONORS STRONGLY BELIEVE IN SUPPORTING OUR NATIONS CHILDREN.

SAMPLE REQUIRED  
  
UPDATES MONTHLY

THESE DONORS ARE ALSO POLITICALLY ACTIVE AND DONATE TO THEIR RESPECTIVE CANDIDATES AND 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  |
| ELECTRONIC DELIVERY         | \$50.00   |

## \*\*\*USAGE\*\*\*

|                         |                   |                     |
|-------------------------|-------------------|---------------------|
| ACH CHILD & FAMILY SVCS | COVENANT HOUSE    | OLIVE CREST         |
| AICR                    | MARCH OF DIMES    | SALVATION ARMY      |
| BOYS & GIRLS CLUBS      | MISSIONS OUTREACH | SO OTHERS MIGHT EAT |
| CAL FARLEY'S            | NORTHWELL HEALTH  | WHERE HOPE LIVES    |
| CHRISTIAN APPALACHIAN   |                   |                     |

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