

GOOD SAMARITANS

| | | | |
|---------|------------------------------|---------------|-------------------------|
| 800,346 | 12 MONTH CHARITY DONORS | \$70.00/M | |
| 303,964 | 12 MONTH HEALTH DONORS | \$70.00/M | |
| 291,147 | 12 MONTH POLITICAL DONORS | \$70.00/M | ADDRESSING: |
| 285,411 | 12 MONTH RELIGIOUS DONORS | \$70.00/M | SEE SELECTIONS |
| 309,236 | 12 MONTH VETERANS CAUSES | \$70.00/M | |
| 544,828 | 12 MONTH ANIMAL CONCERNS | \$70.00/M | |
| 299,675 | 12 MO. ART/CULTURAL CONCERN | \$70.00/M | |
| 357,454 | 12 MONTH CHILDRENS CONCERNS | \$70.00/M | KEYING: \$2.00/M |
| 299,988 | 12 MONTH ENVIRONMENTAL DONOR | \$70.00/M | |
| 291,643 | 12 MO. HUMANITARIAN CONCERNS | \$70.00/M | |
| 44,122 | 12 MO. WORLD RELIEF CONCERNS | \$70.00/M | |
| | 6 MO. HOTLINE | ADD \$10.00/M | |
| | 3 MO. HOTLINE | ADD \$15.00/M | |
| | 1 MO. HOTLINE | ADD \$20.00/M | |
| | EMAIL ADDRESSES | INQUIRE | MINIMUM ORDER: 5,000 |

REACH CONSCIENTIOUS HOUSEHOLDS WHERE ONE OR MORE INDIVIDUALS HAVE DONATED VIA DIRECT MAIL, WEB OR TELEMARKETING TO A VARIETY OF ORGANIZATIONS.

SAMPLE REQUIRED

THESE GOOD SAMARITANS HAVE GIVEN FROM THEIR HARD EARNED INCOME TO ORGANIZATIONS CARING FOR OUR NATIONS CHILDREN, FOR THOSE SUFFERING FROM HEALTH MEDICAL AILMENTS, TO SUPPORT THEIR OWN POLITICAL AND RELIGIOUS BELIEFS, TO SUPPORT OUR ADMIRER VETERANS, AND TO PROVIDE A VOICE FOR ALL ANIMALS. REGISTERED VOTERS ARE ALSO AVAILABLE.

UPDATED MONTHLY

ADDITIONAL SELECTIONS \$10/M

| | | |
|-------------------------|----------|---------------------|
| REPUBLICAN | DEMOCRAT | INDEPENDENT |
| PROTESTANT | JEWISH | OTHER FAITHS |
| CONSERVATIVE /CHRISTIAN | | LIBERAL/PROGRESSIVE |
| OWN A DOG OR CAT | | DONATION AMOUNT |

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: DIRECT RESPONSE

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| HOUSEHOLD DEMOGRAPHICS | \$10.00/M |
| LIFESTYLE DEMOGRAPHICS | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

USAGE

| | | |
|-----------------------|---------------------|-----------------|
| AICR | HUMANE SOCIETY - SC | SALVATION ARMY |
| CARL BLOOM ASSOC | PUBLIC TELEVISION | WOUNDED WARRIOR |
| CHRISTIAN APPALACHIAN | | |

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