

Alzheimer's Family Relief Program

\$5+/0-12 Month Donors 315 at \$80/m
 \$5+/0-24 Month Donors 6,999 at \$75/m

Universe 17,778 No Longer Mailing
 Counts are through01/31/08

List Manager

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Contributors to an organization which was founded to give short term assistance to the caregivers of Alzheimer's disease sufferers. Help is given in such areas as easing budget pressures or providing day care so the caregivers can have time alone.

Unit of Sale \$14.00
 Payment Options..... Rental
 Source 100% Direct Mail

Selects \$10+ donors Add \$10/m
 State, SCF, Zip Add \$5/m
 Gender Select Add \$5/m
 Non-Reciprocal Add \$20/m

Addressing E-mail \$50.00
 CD \$25.00

Commission 20% Commission or Reciprocal

Cancellation Cancelled orders will be charged a \$75.00 fee if order has been processed. If order has been run, running, shipping and applicable media charges will also apply. Orders cancelled after mail date require payment in full.

Minimum 5,000