

Defenders of Wildlife

DEFENDERS OF WILDLIFE -- MASTERFILE/ENHANCED

| | | | | |
|---------|-------|----|--------------|---------|
| 212,495 | \$5+ | 36 | MONTH DONORS | \$80/M |
| 206,266 | \$10+ | 36 | MONTH DONORS | +\$15/M |
| 137,800 | \$5+ | 24 | MONTH DONORS | \$85/M |
| 133,825 | \$10+ | 24 | MONTH DONORS | +\$15/M |
| 169,400 | \$5+ | 12 | MONTH DONORS | \$90/M |
| 165,091 | \$10+ | 12 | MONTH DONORS | +\$15/M |
| 97,837 | \$5+ | 6 | MONTH DONORS | \$95/M |
| 96,138 | \$10+ | 6 | MONTH DONORS | +\$15/M |

DESCRIPTION:

DEFENDERS OF WILDLIFE HAS BEEN WORKING FOR MORE THAN 60 YEARS TO PROTECT WILDLIFE AND THEIR HABITAT AND IS SUPPORTED BY MORE THAN 500,000 MEMBERS NATIONWIDE

DEFENDERS OF WILDLIFE IS BASED IN WASHINGTON, D.C., BUT HAS NUMEROUS FIELD OFFICES THAT DEAL SPECIFICALLY WITH THE WILDLIFE SPECIES THAT INHABIT THE STATES OR REGIONS IN WHICH STAFF IS LOCATED.

RAPID DEVELOPMENT AND EXPANSION IS A TESTAMENT TO DEFENDERS OF WILDLIFE'S COMMITMENT TO THEIR MISSION AND THEIR EFFORTS TO GIVE MEMBERS, AND THE WILDLIFE THEY LONG TO PRESERVE, A VOICE IN THE FIELD AND IN THE HALLS OF CONGRESS.

THESE MEMBERS ARE WELL EDUCATED, AFFLUENT AND INTERESTED IN THE NEWS OF OUR TIME. MEMBERSHIP INCLUDES A SUBSCRIPTION TO "DEFENDERS" MAGAZINE. THESE INDIVIDUALS ARE EXCELLENT PROSPECTS FOR ALL TYPES OF FUNDRAISING AND MARKETING EFFORTS.

***LAST UPDATE: 5/12
***NEXT UPDATE: 6/12

List Manager

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DEFENDERS OF WILDLIFE

-----DATE-----
May 10, 2012

--- AVG UNIT SALE ---

\$17.00

-----GENDER-----
FEMALE= 205,979
MALE= 98,869

---- SELECTIONS ----
STATE \$8/M
SCF \$8/M
ZIP \$8/M
ZIP SET UP \$10/M
NON RECIP \$20/M
\$15+ \$20/M
\$20+ \$25/M
\$50+ \$35/M(LIMITED BASIS)

---- ADDRESSING ----
EMAIL \$50/F
FTP \$50/F
CD \$50/F

---- KEY CODING ----
\$5.00/M

---- MINIMUM ORDER ----
5,000

---- NET NAME ----
INQUIRE.

Defenders of Wildlife

continued...

!!! NEW SELECTS AVAILABLE !!!

| | |
|--|--------|
| SELF REPORTED DEMOCRAT= 41,294 | \$11/M |
| SELF REPORTED LIBERAL= INQUIRE FOR COUNTS | \$11/M |
| SELF REPORTED REPUBLICAN= 25,469 | \$11/M |
| SELF REPORTED CONSERVATIVE= INQUIRE FOR COUNTS | \$11/M |
| INCOME -- INQUIRE FOR COUNTS | \$15/M |
| AGE -- INQUIRE FOR COUNTS | \$15/M |
| RACE/RELIGION/ETHNICITY -- INQUIRE FOR COUNTS | \$20/M |
| OWN AT LEAST ONE DOG= 68,427 | \$11/M |
| OWN AT LEAST ONE CAT= 59,959 | \$11/M |
| MARRIED;SINGLE= INQUIRE FOR COUNTS | \$11/M |
| MAIL ORDER RESPONDERS -- INQUIRE FOR COUNTS | \$11/M |
| VETERANS= 29,094 | \$11/M |
| HEALTH CONCERNS -- INQUIRE FOR COUNTS | \$11/M |
| PRESENCE OF CHILDREN -- INQUIRE FOR COUNTS | \$11/M |
| ARTS/CULTURAL INTERESTS -- INQUIRE FOR COUNTS | \$11/M |
| HOBBIES: GARDENING= 146,876 | \$11/M |

**** TELEMARKETING ALLOWED @ \$30/M FOR ADVOCACY AND VOTER EDUCATION IN THE FOLLOWING STATES: WA, OR, CA, ID, MT, CO, NM, UT, AZ, NV ****

**** TELEMARKETING FOR FUNDRAISING: +\$30/M FOR 36 MONTHS + MEMBERS ****