

Reagan Ranch / Young America's Foundation

\$0-99.99/12 Month Donors.....60,977
 \$5-99.99/12 Month Donors..... 58,137
 \$10-99.99/12 Month Donors.....53,010
 \$5-99.99/24 Month Donors.....90,741
 \$10-99.99/24 Month Donors.....83,299

Base Rate\$125/M
 Charitable.....\$85/M
 Commercial.....\$100/M

Updated Monthly
 Counts are through 12/30/11

List Manager

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These 100% direct-mail generated donors love Ronald Reagan and are thanking him for his leadership by preserving his favorite place on earth, the Reagan Ranch. Young America's Foundation saved the ranch from possible development in 1998 and, with the help of these enthusiastic donors, paid off the mortgage in just three years. Now donors are supporting the Foundation's plans to use the ranch to honor Ronald Reagan, tell the true story of his great achievements and convey his conservative values to future generations.

Average Gift\$30.00
 Gender63% Male, 35% Female Add \$5/m
 Source 100% Direct Mail
 Restrictions Sample mail piece required.
 Selects\$10+ Donors Add \$10/M
 State, SCF, Zip Add \$5/M
 Addressing E-mail/FTP \$50.00 or reciprocal
 3480 Cartridge \$25.00 or reciprocal
 Cancellation All cancelled orders are subject to a \$50 flat fee
 plus \$5/M running charges, select fees,
 shipping and material fees.
 Minimum 5,000