

## ANIMAL LEGAL DEFENSE FUND

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Founded in 1979, Animal Legal Defense Fund is the country's leading animal rights law organization working nationally to defend animals from abuse and exploitation through the legal system. ALDF's groundbreaking efforts to push the US legal system to end the suffering of abused animals are supported by hundreds of attorneys and over 100,000 members.

Over the past 25 years, Animal Legal Defense Fund has won precedent-setting victories for animals on every front - in research laboratories, on farms, in the wild and for companion animals and shines a national spotlight on issues like factory farming and dissection in schools. ALDF offers free legal assistance to attorneys assigned to animal cruelty cases. They work on strengthening anti-cruelty statutes and provide public education on animal rights issues. Through dedication and love for animals they push government agencies to protect animals.

Average Gift: \$21.41

**\*\*Note: Non-reciprocal rental fee of \$25/m to mailers who do not make their list available.\*\***

DMA Mail Preference names omitted.

Gender Breakdown:

Male = 16%

Female = 75%

## ALDF

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Total File Count-24 month donors: 52,765

Total File Count-12 month donors: 31,116

24 month Base Rate: \$75/m

12 month Base Rate: \$80/m

Exchange Allowed

5,000 record order minimum or flat base fee of \$375 (24 months) or \$400 (12 months) plus email and select fees.

Data Source: Direct Mail

File is updated quarterly

Shipping and Select Pricing:

Email Shipping Fee: \$60/flat

FTP Post Fee: \$60/flat

SCF/Zip/State Select: \$6/m

Key Code Data Select: \$5/m

Dollar Select: \$5/m

Recency Select: \$5/m

Gender Select: \$10/m

Jewish Select: \$10/m

Last Updated: March 2010

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