

**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. ALDF's network of attorneys is dedicated to protecting and promoting animal rights. Over the past 20 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.

**\*\*NOTE: Non-reciprocal rental fee of \$25/M to mailers who don't make their list available.\*\***

Average Donation: \$15.00

Fundraising Rate:

24 mos \$75.00/M  
12 mos \$80.00/M  
6 mos \$85.00/M

Sample mail piece required

DMA Mail preference names omitted.

**ALDF**

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60,550 24 Month \$75/M  
38,304 12 Month \$80/M

Exchange Allowed

5,000

Direct Mail

Quarterly

4-UP CHESHIRE N/C  
4-UP PSL \$ 7.50/M  
MAG TAPE \$25.00/F  
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FTP \$60.00/F

SCF \$6.00/M  
ZIP \$6.00/M  
STATE \$6.00/M  
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DOLLAR \$5.00/M  
RECENCY \$5.00/M  
GENDER \$10.00/M  
RUN CHARGES \$11.00/M



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