

ANIMAL LEGAL DEFENSE FUND (24 months+)

Animal Legal Defense Fund Donors from 24 months+. ALDF which was founded in 1979 and serves as 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.

Average donation : \$21.41

Sample mailing piece required for approval.

DMA Mail preference names omitted.

Gender Breakdown:

Male: 15%

Female: 75%

ALDF LAP

Universe: 37,259

Base: \$70.00/M

Minimum Order: 5,000

Data Source: Direct Mail

Updated: Quarterly

4-UP CHESHIRE	N/C
4-UP PSL	\$ 7.50/M
CD	\$50.00/F
EMAIL	\$60.00/F
FTP	\$60.00/F

SCF	\$6.00/M
ZIP	\$6.00/M
STATE	\$6.00/M
KEYING	\$5.00/M

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