

COALITION FOR JEWISH CONCERNS-AMCHA

off the market

AMCHA is a Hebrew word meaning "from the real people." AMCHA is an activist organization that generates grassroots support by visably addressing issues critical to the Jewish community.

Whether the issue is Soviet Jewry, Eastern European anti-Semitism, American-Israeli relations, Israel and the Arabs, Jews and Christians or assimilation and intermarriage, AMCHA is there to provide a strong voice in promoting the interests of Jewish people everywhere.

AMCHA provides a vehicle through which Jews can express support for assisting oppressed Jews everywhere, from Israeli MIA's to Jews trapped in Arab lands, defending the safety and security of Israel, and challenging Holocaust revisionism.

Male: 71%
Female: 22%

Sample mailing piece required.

AMCHA

File Universe: 9,170

Base Price: \$90.00/M or Exch.

Minimum Order Qty: 5,000

Data Source: Direct Mail

File Updates: Quarterly

4-Up Cheshire N/C
4-Up PSL \$7.50/M
Mag Tape \$25.00/F

SCF/Zip \$5.00/M
State \$5.00/M
Keying \$5.00/M

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