

**B'NAI B'RITH MASTERFILE**

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B'nai B'rith is America's largest Jewish membership organization. Since 1843, this organization has been a powerful voice and force for Jewish unity, security and continuity. B'nai B'rith has encouraged and assisted Jewish people worldwide to connect with their heritage and expand upon the richness of their culture.

B'nai B'rith is a membership and donor file.

Average member/donor is a higher income (\$75K+), credit card holder who is male; responsive to both sales offers and philanthropic solicitation.

**BNAI MASTR**

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152,683

\$105.00/M

Exchange Not Allowed

5,000

Direct Mail Membership

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/Zip \$6.00/M  
State \$6.00/M  
Keying \$5.00/M  
Dollar \$5.00/M  
Recency \$5.00/M  
Phones \$20.00/M  
Gender \$10.00/M

