

CARE

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FOUNDED IN 1945, CARE facilitates lasting change in some of the most underserved communities across the world by strengthening the capacity for self-help, providing economic opportunity, delivering relief in emergencies, influencing multilevel policy decisions, and addressing discrimination in all its forms.

248,069 DONORS (24 MO/\$10.00+)	+\$5.00/M
165,023 DONORS (12 MO/\$5.00+)	+\$5.00/M
198,563 DONORS (24 MO/\$15.00+)	+\$10.00/M
161,389 DONORS (12 MO/\$10.00+)	+\$10.00/M
120,061 DONORS (6 MO/\$5.00+)	+\$10.00/M
139,560 DONORS (12 MO/\$15.00+)	+\$15.00/M
117,663 DONORS (6 MO/\$10.00+)	+\$15.00/M
103,638 DONORS (6 MO/\$15.00+)	+\$20.00/M

Average donation: \$30.00

\*\*Mailer may not capture any non-monied names for any use.

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257,843	24 mos	\$5+	\$75/M
60,291	25+ mos	\$10+	\$55/M
45,988	37+ mos	\$10+	\$50/M

Exchange Allowed

NOTE - \$20/M ADD'L. TO NON-COMPETITIVE MAILERS WHO DON'T MAKE THEIR LIST AVAILABLE.

5,000

DIRECT MAIL

Daily

SCF/ZIP	\$6.00/M
STATE	\$6.00/M
KEYING	\$5.00/M
GENDER	\$6.00/M
ZIP+4	\$6.00/M
PRE-SORT	\$1.50/M

4-UP CHESHIRE	N/C
MAG TAPE	\$25.00
EMAIL	\$50.00/F
FTP	\$50.00/F
CD-ROM	\$50.00/F
3480/90	\$40.00/F
CARTRIDGE	
P.S. LABELS	\$10.00/M

Last Updated: September 2005

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**A·B  
DATA**  
DIRECT  
MARKETING  
SERVICES

Milwaukee • Washington

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