

## Drug Policy Alliance

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The Drug Policy Alliance is a non-profit organization working to broaden the public debate on drug policy and promote alternatives to the war on drugs based on compassion, education, public health, and human rights.

The Drug Policy Alliance's mission is to advance those policies and attitudes that best reduce the harms of both drug misuse and drug prohibition, and to promote the sovereignty of individuals over their minds and bodies.

52% male, 31% female.

Sample mail piece required.

## DPOLICY

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Universe: 24,772

Exchange or \$95/M

Order Min.: 5,000

Data Source: Direct Mail

Updated: Quarterly

4-UP Cheshire

4-UP PSL	\$7.50/M
CD	\$50.00/F
E-Mail	\$60.00/F
FTP	\$60.00/F

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

Last Updated: December 2009



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