

**Jewish Philanthropic Affluents**

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Jewish individuals who support the Jewish Appeals of their choice, as well as non-Jewish efforts.

Average unit of sale \$1,000.00

A sample mail piece is required.

**J PHIL**

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70,621

\$85/M

5,000

Direct Mail

Quarterly

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

Scf \$6.00/M  
Zip \$6.00/M  
State \$6.00/M  
Keying \$5.00/M

Last Updated: September 2005