

MDA file of direct mail donors overlaid with Metromail's Jewish households. Supporters of medical research, patient services, clinics and other community services affiliated with the MDA. They respond generously to appeals from Jewish publications, universities, hospitals and many other Jewish-related causes and charities.

12,269

\$65/M

85% net name arrangement + \$6/M running charges available on a 100,000 minimum order.

10,000

Direct mail

Volume discount billing on 100,000 minimum orders

Sample mail piece required for approval.

Quarterly

- 10 working days necessary.
- Two complete samples necessary.
- List rental agreement necessary for all first-time users.
- Non-profit mailers must submit copies of either 501(c)(3) or 170(c)(2)(3) with test orders.
- No telemarketing or exchanges.

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

SCF \$6.00/M  
Zip \$6.00/M  
State \$6.00/M  
Keying \$5.00/M  
Religious \$10.00/M

DINY HURWITZ

Last Updated: September 2005