

## Museum of Tolerance

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Located in Los Angeles, the Beit Hashoah - Museum of Tolerance is the first major cultural and educational project to address the escalating crisis of bigotry, racism, and antisemitism in our society. The impact of the museum is two-fold: it treats the history of the holocaust, and it helps people to confront bigotry and racism in the context of their own lives.

Membership benefits include a subscription to the museum newsletter, free admission, invitations to museum previews, presentations. Majority of names are in scf's 900-931 and exchanges are limited to this area.

DMA MAIL PREFERENCE NAMES OMITTED

Can select:

Women	17,545
Men	13,177

Average membership \$35.00

\*\*NOTE: Political mailers \$80/M.

## MUSEUM TOL

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43,573 Members

\$75.00/M or EX

5,000

Direct Mail

Quarterly

4-UP PSL	\$12.00/M
EMAIL	@ \$60.00/F
CDROM	@ \$50.00/F
FTP	@ \$60.00/F

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

DINY HURWITZ

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DIRECT  
MARKETING  
SERVICES

Milwaukee • Washington

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8050 N Port Washington Rd.  
Milwaukee, WI 53217  
Phone: 414-540-5000  
Fax: 414-540-5050