

**U.S. FUND FOR UNICEF - DONORS**

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Founded in 1947, the United States Fund for UNICEF (United Nation's Children's Fund) supports UNICEF projects throughout the world to save the lives of children.

The U.S. Fund for UNICEF raises funds to provide health care, clean water, improved nutrition, and education to millions of children in 158 countries around the world.

In addition to the children's offers, the U.S. Fund for UNICEF's caring donors also support a wide range of other causes, from charitable appeals to health and disease and women's rights offers. With a donor base of over 409,000, this list is a great choice for regional mailers as well.

\*Note: \$20.00/M additional for mailers who don't make their list available. Dollar and recency selects on exchange only available on reciprocal basis.

Can Select at \$5.00/M:  
322,321 Donors (24 Months/\$10+)

Sample mailing piece required for approval.

**UNICEF**

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397,069 36 MOS/\$10+ \$80.00/M\*

322,063 24 MOS/\$10+ \$85.00/M\*

\*Exchange Allowed

Exchange Only:

181,498 12 MOS/\$10+

121,401 6 MOS/\$10+

5,000

DIRECT MAIL

4-UP CHESHIRE N/C  
4-UP PSL \$12.00/M  
FTP \$50.00/F  
CD-ROM \$50.00/F  
3480/90  
CARTRIDGE \$40.00/F  
EMAIL \$50.00/F

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

Kelly Gardner

Last Updated: September 2005

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Milwaukee • Washington

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