

YAD VASHEM

Contributors to Yad Vashem, the central Holocaust memorial, library and research center located in Jerusalem. Yad Vashem sponsors research, publishes books and educational material, and serves as the central Holocaust memorial in Israel.

Donors to Yad Vashem are deeply involved in Jewish affairs and dedicated to preserving Jewish history and identity. These are committed individuals who are sensitive to liberal social issues.

This is an excellent list for liberal, political and fundraising offers.

Average Donation: \$34.00.

Sample mailing piece required.

Gender Breakdown:

Male: 39%

Female: 33%

YAD VASHEM

Universe: 20,378

Base: \$95/M or Exchange

Min. Order: 5,000

Data Source: Direct Mail

Updated: Semi-Annually

Selects:

SCF \$6.00/M

Zip \$6.00/M

State \$6.00/M

Gender \$10.00/M

Shipping: \$60/F

Last Updated: February 2010



Page 1 of 1

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