

# AMERICAN BIBLE SOCIETY

0-36 \$5+ 244,878 \$90/M  
0-24 \$5+ 169,375 +\$10/M  
0-12 \$5+ 78,608 +\$10/M



**LIST TYPE** Consumer  
**SOURCE** 100% Direct Mail

**GEOGRAPHY** United States

**LIST MAINTENANCE**  
Last Update July 2011  
Update Frequency Quarterly

**SELECTION CHARGES:**  
Gender \$10/M  
\$5+ and \$10+ Dollar Amount \$10/M  
Recency \$10/M  
Geography \$7/M  
Troop appeal donors \$10/M  
*Troop donors 0-12, \$5+ = 14,851*  
*Troop donors 0-24, \$5+ = 32,410*  
To Mail Survey or Petition \$10/M  
Non Reciprocal Fee \$20/M

**ADDRESSING**  
FTP/Email/CD/Diskette \$75/F

**MINIMUM ORDER** 5,000

**REUSE** Reuse is allowed

**COMMISSIONS**  
Broker 20%  
Agency 15%

**NET NAME ARRANGEMENTS**  
Net Name is allowed on orders of 50,000 or more -- 85% net with \$10/M run charges.

**PRE-PAYMENT**  
Political candidate and committee mailers base rate is \$200/M. Pre-payment is required.

## AUDIENCE PROFILE

These are active donors to American Bible Society. Their mission is to make the Bible available to every person in a language and format each can understand and afford, so all people may experience its life-changing message.

American Bible Society has multi-lingual audio recordings of the Bible and programs that send Bibles to our brave troops abroad and distribute the Holy Bible in mainland China.

Donors supporting American Bible Society are patriotic conservative Americans that believe in a strong defense as well as encompass traditional family and Christian values.

## RECOMMENDED USAGE

The list is 100% direct mail acquired donors and a MUST TEST for all fundraising offers as well as publishing and catalog offers.

**All samples and promotional offers must be cleared in advance. Owner reserves the right to deny certain packages. Other restrictions may apply, please inquire.**

## CANCELLATION POLICY

Processed orders cancelled before the approved mail date incur a \$75 flat fee, \$10/M running charges, material and shipping costs. Orders cancelled after the approved mail date will be due in full at gross.

## FOR MORE INFORMATION CONTACT

Tom Mays

1.866.822.0212 ext 415

Please send all inquires including Clearance Requests and Purchase Orders to [Orders@ResponseWorld.com](mailto:Orders@ResponseWorld.com) or Fax 469.624.5615.



**RESPONSE WORLD**

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