

# United We Stand

**403,339**

**Universe**

**\$65/M**

<b>LIST TYPE</b>	Consumer
<b>SOURCE</b>	Direct Mail
<b>GEOGRAPHY</b>	United States
<b>LIST MAINTENANCE</b>	
Last NCOA	August 2011
NCOA Schedule	Quarterly
<b>UNIT OF SALE INFORMATION</b>	
Average Donation	\$15
<b>SELECTION CHARGES:</b>	
Gender	\$7/M
Geography	\$7/M
<b>ADDRESSING</b>	
FTP/Email/CD	\$50/F
<b>MINIMUM ORDER</b>	5,000
<b>COMMISSIONS</b>	
Broker	20%
Agency	15%
<b>NET NAME ARRANGEMENTS</b>	
Net Name is allowed on orders of 50,000 or more -- 85% net with \$10/M run charges.	

## **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.

## **AUDIENCE PROFILE**

Reach proven grassroots individuals who seek to reform our electoral, lobby and campaign practices. They ensure that elected officials and our candidates remain accountable to the people whom they are elected to serve rather than other influence-seeking agencies. Their goal is to restore integrity and ensure ethical conduct as well as moral and fiscal accountability.

These generous donors promote knowledge of and respect for our natural environment. They strive to leave our environment to future generations better than previous generations left it to us.

These donors are conscientious Americans who believe in promoting the economic interests and welfare of all our citizens while safeguarding domestic production, employment and labor standards and upholding our ban on the import of the products produced from child and slave labor.

## **RECOMMENDED USAGE**

This list is a **MUST TEST** for all fundraising offers as well as publishing and catalog offers.

**All samples and promotional offers must be cleared in advance. Other restrictions may apply, please inquire.**

## **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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