

# Veterans Watch

**157,167**

**Last 24 Donors**

**\$65/M**

**LIST TYPE** Consumer  
**SOURCE** Direct Mail  
**GEOGRAPHY** United States

**LIST MAINTENANCE**  
Updated August 2011  
NCOA August 2011  
NCOA Schedule Quarterly

**UNIT OF SALE INFORMATION**  
Average Donation \$18

**GENDER PROFILE**  
Female 30%  
Male 70%

**SELECTION CHARGES:**  
Gender \$7/M  
Geography \$7/M

**ADDRESSING**  
Email/CD \$50/F

**MINIMUM ORDER** 5,000

**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.

## AUDIENCE PROFILE

Reach Patriotic Americans who have shown their support by donating to various Veterans' organizations. These generous donors have shown their support by donating to organizations that help the veterans who have served our country. They believe these veterans should not be forgotten.

## 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.**

## 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 inquiries 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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