

CHILD WELFARE LEAGUE OF AMERICA

2,711	TOTAL UNIVERSE/BASE RATE	\$150.00/M
986	BOOK BUYERS	\$125.00/M
278	CWLA JOURNAL SUBS	\$125.00/M
494	CWLA JOURNAL MEMBERS	\$125.00/M
953	CONFERENCE ATTENDEES	\$125.00/M

FUNDRAISER RATE \$85/M

DESCRIPTION:

CWLA IS AN ASSOCIATION OF NEARLY 800 PUBLIC AND PRIVATE NONPROFIT AGENCIES THAT ASSIST MORE THAN 3.5 MILLION ABUSED AND NEGLECTED CHILDREN AND THEIR FAMILIES EACH YEAR WITH A RANGE OF SERVICES. CWLA'S HIGHEST MISSION IS TO ENSURE THE SAFETY AND WELL-BEING OF CHILDREN AND FAMILIES. THEY ADVOCATE FOR THE ADVANCEMENT OF PUBLIC POLICY, SET AND PROMOTE THE STANDARDS FOR BEST PRACTICE, AND DELIVER SUPERIOR MEMBERSHIP SERVICES.

***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

This list is intended solely for the purposes of a single direct mail use, and mailers are prohibited from using the information provided by this list in relation to any telemarketing or digital effort without prior consent. Mailer may only retain information for the purposes of: finder files, match-back of internet gifts, creation of various response and mailed models, and analysis of response trends.

CCHILDWELF

-----DATE-----
MAY 2012

--AVG UNIT SALE---

-----GENDER-----
FEMALE= 884
MALE = 721

----SELECTIONS----
STATE \$8/M
SCF \$8/M
ZIP \$8/M
GENDER \$8/M
ZIP SET UP \$10/F

----ADDRESSING----
EMAIL \$60/F
FTP \$60/F

----KEY CODING----
\$ 5.00/M

--MINIMUM ORDER---
5,000

----NET NAME-----
INQUIRE.