

GAY MEN'S HEALTH CRISIS

8,173 5+12 MONTH DONORS \$90/M
 7,825 10+12 MONTH DONORS +\$ 8/M

11,730 5+24 MONTH DONORS \$85/M
 11,237 10+24 MONTH DONORS +\$ 8/M

14,810 5+36 MONTH DONORS \$80/M
 14,188 10+36 MONTH DONORS +\$ 8/M

4,082 CATHOLIC DONORS +\$20/M
 1,502 JEWISH DONORS +\$20/M

7,557 \$20+ DONORS +\$20/M
 3,676 \$50+ DONORS +\$25/M

GMHC IS THE WORLD'S FIRST AND LEADING PROVIDER OF HIV/AIDS PREVENTION, CARE AND ADVOCACY. BUILDING ON DECADES OF DEDICATION AND EXPERTISE, THEY UNDERSTAND THE REALITY OF HIV/AIDS AND EMPOWER A HEALTHY LIFE FOR ALL. GMHC FIGHTS TO END THE AIDS EPIDEMIC AND UPLIFT THE LIVES OF ALL AFFECTED.

WHILE PROVIDING CLIENT SERVICES FOR NEW YORK CITY RESIDENTS, GMHC IS ALSO INVOLVED IN AIDS EDUCATION AND ADVOCACY NATIONALLY.

53% OF THE NAMES ARE IN THE TRI-STATE AREA.

***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

**LAST UPDATE: 06/17

**NEXT UPDATE: 12/17

*** 5,000 MINIMUM APPLIES TO ALL ORDERS ***

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CGMHC

-----DATE-----
 JUNE 2017

--AVG UNIT SALE---
 \$37

-----GENDER-----
 34% FEMALE
 60% MALE

----SELECTIONS----
 STATE \$ 8/M
 SCF \$ 8/M
 ZIP \$ 8/M
 GENDER \$ 8/M
 ZIPTAPE SETUP \$10/F
 NON RECIP \$20/M

----ADDRESSING----
 FTP \$60.00/F
 EMAIL \$60.00/F

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

--MINIMUM ORDER---
 5,000

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

SAMPLE MAILING
 PIECE REQUIRED



information for the purposes of: finder files,
match-back of internet gifts, creation of various
response and mailed models, and analysis of response
trends.

