

NATIONAL OSTEOPOROSIS FOUNDATION

2,520	\$5+ 6	MONTH DONORS	\$90/M
2,776	\$10+6	MONTH DONORS	+\$10/M
6,886	\$5+12	MONTH DONORS	\$85/M
6,479	\$10+12	MONTH DONORS	+\$10/M
10,955	\$5+24	MONTH DONORS	\$80/M
10,248	\$10+24	MONTH DONORS	+\$10/M
14,474	\$5+36	MONTH DONORS	\$75/M
13,768	\$10+36	MONTH DONORS	+\$10/M
	COMMERCIAL RATE		\$100/M

DESCRIPTION:

ACTIVE GENEROUS DONORS TO THE ONLY ORGANIZATION FIGHTING THE THREAT OF OSTEOPOROSIS, A SILENT, LIFE-THREATENING, AND CRIPPLING DISEASE OF EPIDEMIC PROPORTIONS THAT IS A MAJOR PUBLIC HEALTH THREAT FOR MORE THAN 44 MILLION AMERICANS, 80% OF WHOM ARE WOMEN. THESE DONORS GIVE GENEROUSLY TO CHARITIES. THESE GENEROUS HEALTH-RELATED DONORS ARE EXCELLENT PROSPECTS FOR CHARITABLE APPEALS, UPSCALE CATALOGS, GARDENING OFFERS, CLOTHING, TRAVEL, INVESTMENT, RETIREMENT, AND HEALTH OFFERS.

**LAST UPDATE: 07/17
 **NEXT UPDATE: 12/17

SOURCE: 100% DIRECT MAIL.

****NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

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

CNATLOSTEO

-----DATE-----
 JULY 2017

--AVG UNIT SALE---
 \$21.00

-----GENDER-----
 FEMALE 58%
 MALE 20%

----SELECTIONS----
 STATE \$8.00/M
 SCF \$8.00/M
 ZIP \$8.00/M
 \$10+ \$10.00/M
 GENDER \$8.00/M
 NON RECIP \$20.00/M

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

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

--MINIMUM ORDER---
 5,000

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

SAMPLE MAILING
 PIECE REQUIRED

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.

