

WETA

TOTAL DONORS(36MO)	61,122	\$80/M
\$5+ 24MO DM DONORS	24,626	\$80/M
\$10+24MO DM DONORS	24,555	+\$ 8/M
\$5+ 12MO DM DONORS	19,226	\$85/M
\$10+12MO DM DONORS	19,194	+\$ 8/M
\$5+ 6MO DM DONORS	9,357	\$90/M
\$10+6MO DM DONORS	9,347	+\$ 8/M
\$5+ 3MO DM DONORS	4,421	\$95/M
\$10+3MO DM DONORS	4,418	+\$ 8/M

** COMMERCIAL RATE \$100/M **

***** EXCHANGES AVAILABLE *****

**** \$100+ EXCHANGES AVAILABLE ON LIMITED BASIS ****

DESCRIPTION:

BASED IN WASHINGTON D.C., WETA OPERATES D.C.'S LARGEST PUBLIC TELEVISION AND FM STATIONS. THE MEMBERS ARE AFFLUENT, WELL-EDUCATED MEN AND WOMEN WHO SHARE A STRONG APPRECIATION FOR THE ARTS, CULTURAL EVENTS AND CURRENT AFFAIRS. THESE INDIVIDUALS CONTRIBUTE TO WORTHY CAUSES, ESPECIALLY THOSE CONCERNING HUMAN, HEALTH AND ENVIRONMENTAL ISSUES. THE MAJORITY OF MEMBERS LIVE IN THE GREATER WASHINGTON D.C. AREA. (ALL NAMES IN SCFS 200, 201, 203, 206-210, 214, 216, 217, 220-225. EXCHANGES LIMITED TO THESE SCFS.)

***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

LAST UPDATE: 10/17

NEXT UPDATE: 01/18

CWETA

-----DATE-----
OCTOBER 2017

--AVG UNIT SALE---
\$42.00

-----GENDER-----
FEMALE= 35,468
MALE= 23,900

----SELECTIONS----

STATE	\$8.00/M
SCF	\$8.00/M
ZIP	\$8.00/M
GENDER	\$8.00/M
\$25+	\$20.00/M
\$50+	\$25.00/M
NON RECIP	\$20.00/M

----ADDRESSING----

FTP	\$60.00/F
EMAIL	\$60.00/F

----KEY CODING----
\$3.00/M

--MINIMUM ORDER---
5,000

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



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