

CHESAPEAKE BAY FOUNDATION

| | | | | |
|--------|---------|--------------------|--------|---------|
| 46,532 | | FULL FILE | | \$80/M |
| 30,505 | \$5+24 | MONTH | DONORS | \$80/M |
| 29,817 | \$10+24 | MONTH | DONORS | +\$ 8/M |
| 20,343 | \$5+12 | MONTH | DONORS | \$85/M |
| 20,061 | \$10+12 | MONTH | DONORS | +\$ 8/M |
| 9,602 | \$5+ 6 | MONTH | DONORS | \$90/M |
| 9,454 | \$10+6 | MONTH | DONORS | +\$ 8/M |
| 16,315 | \$25+12 | MONTH | DONORS | +\$11/M |
| 7,458 | \$25+24 | MONTH | DONORS | +\$11/M |
| 11,703 | | CANVAS DONORS | | \$50/M |
| | | COMMERCIAL MAILERS | | \$100/M |

*** 13,689 100+ DONORS ON LIMITED EXCHANGE BASIS ****

DESCRIPTION:

EXTENDING FROM UPSTATE NEW YORK TO LOWER VIRGINIA, THE 64,000 SQUARE MILE CHESAPEAKE BAY WATERSHED IS ONE OF THE WORLD'S MAJOR ECOSYSTEMS. THE BAY IS ALSO AN IMPORTANT ECONOMIC FORCE IN THE REGION, PARTICULARLY AS A FISHERY FOR BLUE CRABS, OYSTERS AND OTHER SPECIES. CBF IS DEDICATED TO ENVIRONMENTAL PROTECTION, RESTORATION, EDUCATION, AND LAND MANAGEMENT. MEMBERS ARE CONCERNED ABOUT THE ECOLOGICAL HEALTH OF THE BAY AND ITS SEALIFE, THREATENED BY TOXICS IN THE WATER, AIR POLLUTION, THE PRESSURES OF OVERPOPULATION AND UNCHECKED DEVELOPMENT.

**LAST UPDATE: 11/18
 **NEXT UPDATE: 02/18

***5,000 MINIMUM APPLIES TO ALL ORDERS
 ***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

** SOURCE: 95% DIRECT MAIL

CCHESAPEAK

-----DATE-----
 NOVEMBER 2018

--AVG UNIT SALE---
 \$24.00

-----GENDER-----
 MALE= 24,837
 FEMALE= 21,028

----SELECTIONS----
 STATE/SCF/ZIPS \$8/M
 GENDER \$8/M
 ZIP SETUP \$10/F
 NON RECIP \$20/M
 \$25+ \$11/M
 MULTIS \$10/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



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