

ASPCA

77,389	\$5+ 3	MONTH DONORS	\$100/M
71,256	\$10+3	MONTH DONORS	+\$ 10/M
157,257	\$5+ 6	MONTH DONORS	\$ 95/M
145,419	\$10+6	MONTH DONORS	+\$ 10/M
359,000	\$5+12	MONTH DONORS	\$ 90/M
333,529	\$10+12	MONTH DONORS	+\$ 10/M
617,509	\$5+24	MONTH DONORS	\$ 85/M
574,769	\$10+24	MONTH DONORS	+\$ 10/M
981,720		TOTAL DONORS	\$ 80/M

COMMERCIAL RATE \$100/M

**** EXCHANGES AVAILABLE ****

** BRAND NEW: DONORS BY MARKET OF ORIGINAL SOURCE **

BUYER: 14,468
 COMPILED: 6,508
 HEALTH: 25,305
 PUBLICATION: 1,670
 RELIEF: 4,424
 ENVIRONMENTAL/WILDLIFE: 15,840

*** CHANNEL ***
 DIRECT MAIL: 759,207
 DRTV: 34,802
 ONLINE JOIN: 180,572

DESCRIPTION:

THE AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (ASPCA) WAS THE FIRST HUMANE SOCIETY TO BE ESTABLISHED IN NORTH AMERICA AND IS, TODAY, ONE OF THE LARGEST IN THE WORLD. THE ASPCA'S MISSION IS TO PROVIDE EFFECTIVE MEANS FOR THE PREVENTION OF CRUELTY TO ANIMALS THROUGHOUT THE UNITED STATES.

SINCE 1866 THE ASPCA HAS PROVIDED LOCAL AND NATIONAL LEADERSHIP IN THREE KEY AREAS: CARING FOR PET PARENTS AND PETS, PROVIDING POSITIVE OUTCOMES FOR AT-RISK ANIMALS, AND SERVING VICTIMS OF ANIMAL CRUELTY.

CASPCA

--- DATE ---
DECEMBER 2018

--- AVG UNIT SALE ---
\$28.00

--- AVG INCOME ---
\$61,000

--- GENDER ---
68% FEMALE
27% MALE

---- SELECTIONS ----
 SCF/ZIP/STATE \$ 8.00/M
 GENDER \$ 8.00/M
 \$10+ \$10.00/M
 \$15+ \$15.00/M
 \$20+ \$20.00/M
 NON RECIP \$20.00/M
 MULTI DONOR \$10.00/M
 SOURCE \$10.00/M
 MARKET SOURCE \$10.00/M
 1 MONTH DONORS \$25.00/M

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

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

--- MINIMUM ORDER ---
5,000

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

SAMPLE MAILING
PIECE REQUIRED



HEADQUARTERED IN NEW YORK CITY, THE ASPCA MAINTAINS A STRONG LOCAL PRESENCE, AND WITH PROGRAMS THAT EXTEND ITS ANTI-CRUELTY MISSION ACROSS THE COUNTRY, THEY ARE RECOGNIZED AS A NATIONAL WELFARE ORGANIZATION. THEY ARE A PRIVATELY FUNDED 501C3 NOT-FOR-PROFIT CORPORATION, AND ARE PROUD TO BOAST MORE THAN 1 MILLION SUPPORTERS ACROSS THE COUNTRY.

THE ASPCA'S DONORS HAVE AN AVERAGE AGE OF 55 AND AN AVERAGE HOUSEHOLD INCOME OF \$61,000. ASPCA DONORS ARE GENEROUS MULTI-CHANNEL GIVERS AND INCLUDE HUNDREDS OF THOUSANDS OF COMMITTED MONTHLY SUPPORTERS. ASPCA DONORS ALSO EXPRESS THEIR COMPASSION FOR MANY ENVIRONMENTAL, HUMANITARIAN, CHILDREN'S AND HEALTH/DISEASE CAUSES.

THE FILE IS ALSO AVAILABLE WITH DEMOGRAPHIC, PSYCHOGRAPHIC AND RELIGIOUS/ETHNIC CRITERIA. PLEASE SEE THE ASPCA ENHANCED AND ASPCA ETHNIC AND RELIGIOUS DATACARDS FOR ADDITIONAL INFORMATION.

WWW.ASPCA.ORG

SOURCE: DIRECT MAIL SOLD AND DRTV SOLD