

OXFAM AMERICA

96,463	DONORS	\$80.00/M
54,987	10+24 MO DONORS	\$85.00/M
30,298	10+12 MO DONORS	\$90.00/M
11,288	10+6 MO DONORS	\$95.00/M

ETHNIC OVERLAY \$20.00/M

38,240 \$100+ DONORS--- ON A LIMITED BASIS

DESCRIPTION:

OXFAM AMERICA IS AN INTERNATIONAL DEVELOPMENT AND RELIEF AGENCY COMMITTED TO DEVELOPING LASTING SOLUTIONS TO POVERTY, HUNGER, AND SOCIAL JUSTICE. FOUNDED IN 1942 IN ENGLAND AS THE "OXFORD COMMITTEE FOR FAMINE RELIEF", THEY HAVE GAINED A GLOBAL REPUTATION FOR INNOVATIVE YET REALISTIC DEVELOPMENT IN THE POOREST AREAS OF AFRICA, ASIA AND LATIN AMERICA.

**UPDATES MONTHLY

SOURCE: DIRECT MAIL.

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

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

COXFAM

-----DATE-----
DECEMBER 2018

--AVG UNIT SALE---
\$52.00

-----GENDER-----
FEMALE= 26,853
MALES= 22,975

----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----
\$5.00/M

--MINIMUM ORDER---
5,000

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

SAMPLE MAILING
PIECE REQUIRED

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