The American Legion - Enhanced Masterfile

(Updated 11/2020)

These donors have given their hard-earned dollars to support The American Legion but are not members. The American Legion is the nation's largest Veterans service organization, committed to mentoring youth and the sponsorship of wholesome community programs, advocating patriotism and honor, promoting strong national security, and devotion and support to our nation's service members and veterans.

Minimum Order:	Source:	Average Donation:
5,000	100% Direct Mail	$17

Enhancements:

(*Counts listed for Active Donors segment*)
Enhanced Selects Available at +$16.00/M.

191,178	Age (65+)
83,854	Income ($65K+)
194,314	Charitable Causes
52,871	Animal Welfare Causes
70,865	Environment/Wildlife Causes
114,511	Health Causes
155,253	Political Causes
83,883	Religious Causes
76,319	Veteran's Causes
122,756	Beauty/Cosmetics
193,446	Cooking
163,493	Collectibles
117,362	Children's Interests
181,081	Crafts
206,033	Electronics/Computers
71,521	Environmental Issues
205,153	Exercise/Health
75,086	Fishing
200,937	Gardening
202,213	Home Furnishing Dec.
211,840	Home Improvement
92,412	Hunting/Shooting
162,156	Investment Grouping
129,206	Mail Order Buyer
302,799	Movies/Music
175,312	Outdoors
270,121	Pet Owners
209,933	Reading-General
191,303	Sports Grouping
177,260	Travel Grouping

**Additional selections are available. Please inquire.*

Counts and Pricing:

125,799	0-6 Mo	$95/M
189,918	0-12 Mo	$90/M
247,169	0-18 Mo	$85/M
300,356	0-24 Mo	$80/M

Standard Selections:

$5+ Donors	$5.00/M
$10+ Donors	$10.00/M
SCF/State/Zip	$6.00/M
Gender	$6.00/M
Non-Reciprocal	$20.00/M
Net Name (50,000+)	85/10

Addressing (flat fee):

FTP/Email	$55.00/F

Details:

20% Commission to Known Brokers.
Service bureau requires 3 business days to process orders.
File caps at $99.99

Contact:

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E-mail: swong@AudienceFirstMedia.com

Please send list clearances & orders to:
orders@AudienceFirstMedia.com

All processed orders cancelled before mail date will incur a $50 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.