



Marine Toys for Tots – Former Donors Enhanced Masterfile

(Updated 7/2023)

The U.S. Marine Corps Reserve Toys for Tots program attracts donors who support its mission distributing Christmas toys to less fortunate children in local communities. These generous donors also give to other social welfare, children's, and international causes. These former donors have been enhanced with premium lifestyle and demographic data to offer precise targeting.

Source:
100% Direct Mail

Counts and Rates:
(File caps at \$99.99)

Table with 3 columns: Count, Category, Rate. Rows include Total Universe, 37-48 Mo \$5+, 37-60 Mo \$5+, and 37-72 Mo \$5+.

Enhancements:

Table with 2 columns: Count, Category. Rows include Collectibles, Cooking/General, Environmental Issues, Ethnic/Religious, Gardening, Mail Order Buyers, Outdoor Grouping, Pet Owners, Reading, Sweeps/Contests, and Veteran.

Selections:

Table with 2 columns: Selection, Rate. Rows include SCF, State, ZIP, Gender, \$10 + Select, Non-reciprocal fee, Age/Income, Lifestyle/Interests, and Religious Affiliation.

Addressing (flat fee):

Table with 2 columns: Method, Rate. Row: FTP/Email \$55/F

Minimum Order: 5,000

Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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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.