



The American Legion Non-Member Donors

(Updated 7/2023)

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. The American Legion promotes “Americanism,” which is more than just baseball & apple pie! It’s also citizenship, flag advocacy and etiquette, getting out to vote, supporting scouts and injured veterans, providing health care information and family support, and many more important programs and services.

Gender: 60% Male/40% Female	Source: 100% Direct Mail	Average Donation: \$17
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Counts and Rates:

(File caps at \$99.99)

64,314	6 Mo	\$95/M
60,611	6 Mo \$5+	+\$7M
55,485	6 Mo \$10+	+\$12M
161,691	12 Mo	\$90/M
157,496	12 Mo \$5+	+\$7/M
145,080	12 Mo \$10+	+\$12/M
325,294	18 Mo	\$85/M
313,044	18 Mo \$5+	+\$7/M
271,647	18 Mo \$10+	+\$12/M
403,199	24 Mo	\$80/M
557,843	36 Mo	\$75/M

Selections:

\$5+	\$7/M
\$10+	\$12/M
State/Zip/SCF	\$8/M
Gender	\$8/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

Addressing (flat fee):

FTP/Email	\$55
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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.

*Reciprocal pricing will apply.

Please inquire about usage.

Recommended for:

- Health Causes
- Political Causes
- Veteran Causes
- Humanitarian Causes
- Law Enforcement
- Senior Causes

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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.