



# USA Shooting

(Updated: 5/2023)

USA Shooting is the national governing body for the shooting sports of the United States. It is the mission of USA Shooting to prepare American athletes to win Olympic and Paralympic medals, promote the shooting sports throughout the U.S., and govern the conduct of international shooting in the country. USA Shooting implements and manages development programs and sanctions events at the local, state, regional and national levels.

Minimum Order: 5,000	Source: 100% Direct Mail	Average Donation: \$27.50
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### Counts and Rates:

(File caps at \$99.99)

17,920	0-12 Mo \$5+	\$100/M
16,998	0-12 Mo \$10+	+\$10/M
29,024	0-24 Mo \$5+	\$90/M
27,648	0-24 Mo \$10+	+\$10/M
41,695	0-36 Mo \$5+	\$80/M
39,771	0-36 Mo \$10+	+\$10/M

### Description:

Donors who support USA Shooting are also supporters of the US Olympic Shooting Team with their donations to USA Shooting Team's golden future.

These donors are avid hunters, gun owners, shooters, firearm collectors, outdoorsmen and Second Amendment supporters that purchase hunting equipment, rifles, pistols, shotguns, scopes, ammunition, reloading supplies, muzzle loaders and archery equipment.

### Selections:

\$5+	\$5/M
\$10+	\$10/M
State/Zip/SCF	\$6/M
Gender	\$6/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

### Addressing (flat fee):

FTP/Email	\$60
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### Details:

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

### Contact:

Monique Adams, List Manager  
Email: [moadams@audiencefirstmedia.com](mailto:moadams@audiencefirstmedia.com)

Please send list clearances & orders to:  
[orders@audiencefirstmedia.com](mailto:orders@audiencefirstmedia.com)

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.