



Reagan Ranch/Young America's Foundation

(Updated 9/2023)

Donors to The Reagan Ranch/Young America's Foundation love the legacy of Ronald Reagan and are thanking him for his leadership by preserving his favorite place on earth, Rancho del Cielo, the President's "Western White House". It stands today as a living monument to Ronald Reagan, and his commitment to reaching future generations with his ideas—a goal that is also central to Young America's Foundation.

Gender: 64% Male/36% Female	Source: 100% Direct Mail	Average Donation: \$30
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93,733	Total Universe	\$95/M
38,764	0-12 Mo	\$105/M*
26,352	0-6 Mo	\$110/M*
41,132	0-12 Mo \$5+	+ \$5/M
38,764	0-12 Mo \$10+	+ \$15/M

Counts and Rates:	
Commercial Mailers	\$85/M
Candidate	\$120/M

*Pricing base for charitable mailers
**File caps at \$99.99

Please inquire about usage.

Selections:	
\$5+ donors	\$10/M
\$10+ donors	\$15/M
State/Zip/SCF	\$10/M
Gender	\$10/M
Non-Reciprocal	\$20/M
Net Name (Order Qty 50M+)	@85/10

Addressing (flat fee):	
FTP/Email	\$50

Minimum Order: 5,000

Details:
20% Commission to Brokers. Pre-clearance required- sample must be provided for list owner approval. Service bureau requires 3 working days to process all orders.

Contact:

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Sales:
Linda Amaral
E-mail: LAMaral@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.