



Wounded Warrior Project - Enhanced Masterfile

(Updated 10/2020)

Wounded Warrior Project seeks to assist those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan, and other hot spots around the world. Wounded Warrior Project fills the vital need for a coordinated, united effort to enable wounded veterans to aid and assist each other and to readjust to civilian life.

Minimum Order: 5,000	Source: 100% Direct Mail	Average Donation: \$27
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Enhancements:

(Counts listed for Active Donors segment)

721,550	Age (70+)	+\$16.00/M
611,400	Beauty/Cosmetics	+\$16.00/M
908,977	Cooking	+\$16.00/M
808,504	Collectibles	+\$16.00/M
409,869	Camping/Hiking	+\$16.00/M
712,055	Children's Interests	+\$16.00/M
942,633	Crafts	+\$16.00/M
1,093,519	Electronics/Computers	+\$16.00/M
381,623	Environmental Issues	+\$16.00/M
1,069,533	Exercise/Health	+\$16.00/M
425,245	Fishing	+\$16.00/M
1,033,808	Gardening	+\$16.00/M
528,968	Golfing	+\$16.00/M
587,746	Health Causes	+\$16.00/M
1,056,740	Home Furnishing Dec.	+\$16.00/M
526,080	Home Improvement	+\$16.00/M
572,765	Hunting/Shooting	+\$16.00/M
111,370	Income (\$150K+)	+\$16.00/M
1,018,772	Investment Grouping	+\$16.00/M
1,119,810	Mail Order Buyer	+\$16.00/M
1,120,252	Mail Order Responders	+\$16.00/M
939,368	Movies/Music	+\$16.00/M
970,294	Outdoors	+\$16.00/M
895,642	Pet Owners	+\$16.00/M
1,081,829	Reading-General	+\$16.00/M
416,966	Religious Causes	+\$16.00/M
1,008,323	Sports Grouping	+\$16.00/M
984,697	Travel Grouping	+\$16.00/M
327,900	Veteran's Causes	+\$16.00/M

Addressing: FTP/Email \$60.00/F

Recency Counts and Rates:

533,549	0-6 Mo	\$100/M
916,118	0-12 Mo	\$95/M
1,128,357	0-18 Mo	\$90/M
1,439,774	0-24 Mo	\$85/M

Standard Selections:

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

Usage Includes: (L12 month Continuation- partial listing, see full listing on our website)

- American Federation Of Police
- ASPCA
- Catholic Relief Services
- Collette Vacations
- Holocaust Memorial Museum
- Natl Breast Cancer Research Center
- Sierra Club

Details: 20% Commission to Known Brokers. Service bureau requires 2 business days to process orders. File caps at \$99.99.

Contact:

Linda Phipps, List Manager
lphipps@nflists.com
 Tel: 410-721-5700 x2231

Linda Amaral, Sales
lamaral@nflists.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.