



SOUTHWEST INDIAN FOUNDATION - CATALOG

62,436	6 Mo. Catalog Buyers	\$110.00/M
130,429	12 Mo. Catalog Buyers	\$105.00/M
37,767	13-18 Mo. Catalog Buyers	\$105.00/M
30,006	19-24 Mo. Catalog Buyers	\$105.00/M
54,038	25-36 Mo. Catalog Buyers	\$105.00/M

EXCHANGE AVAILABLE

MULTI BUYERS +\$12.00/M

Publisher Rate \$70.00/M

Fundraiser / Food Rate \$90.00/M

Month	\$50+	\$100+	\$150+	Total
3	25,475	21,431	18,056	29,644
6	51,154	41,772	34,753	62,436
12	104,203	82,219	66,541	130,429

These are catalog buyers of exquisitely handcrafted Native American jewelry, crafts, books, videos, CD's, Southwest gift baskets, apparel and more.

Responsive prospects for gift, apparel, jewelry, books, videos, CD's, Southwest or Native American offers, museum, collectibles and crafts.

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DATE

UPDATED 06/28/2021

NAMES THRU 06/15/2021

UNIT OF SALE

\$85.00

GENDER

35% Male

65% Female

AGE

45-54

SOURCE

Direct Mail

SELECTS

STATE/SCF/ZIP \$7.00/M

GENDER \$7.00/M

\$50+ \$20.00/M

\$75+ \$30.00/M

\$100+ \$40.00/M

\$150+ \$50.00/M

3 MO. RECENCY \$15.00/M

6 MO. RECENCY \$10.00/M

RUN CHARGE \$10.00/M

EMAIL \$60.00/F

NON-RECIPROCAL 20.00/M

MINIMUM ORDER

5,000 or Full Run

DELIVERY

5 Working Days from receipt of order

EXCHANGES

Allowed

REUSE

Please Inquire

NET NAME

Please Inquire

CANCELLATION

All orders cancelled on or before mail date will incur a \$50.00 Cancellation Fee in addition to applicable running, selection & shipping charges. All orders cancelled after mail date will incur full list rental charges.

SPECIAL INSTRUCTIONS

MEGA reserves the right to charge reciprocal pricing

Sample mail piece required

Mail date clearance required