



## SOUTHWEST INDIAN FOUNDATION - CATALOG

100,539	6 Mo. Catalog Buyers	\$110.00/M
131,966	12 Mo. Catalog Buyers	\$105.00/M
49,749	13-18 Mo. Catalog Buyers	\$105.00/M
9,579	19-24 Mo. Catalog Buyers	\$105.00/M
59,283	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	37,183	30,300	25,347	45,796
6	79,071	61,564	49,622	100,539
12	105,241	82,933	66,961	131,966

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 04/06/2021

NAMES THRU 03/15/2021

### 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