



List Services Corporation

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LEUKEMIA & LYMPHOMA SOCIETY

71604

A10

COUNTS & RATES:

233,432	6 MO \$5-99.99 DONORS	\$ 85.00/M
176,019	6 MO \$10-99.99 DONORS	\$ 11.00/M
97,813	6 MO \$15-99.99 DONORS	\$ 16.00/M
440,989	12 MO \$5-99.99 DONORS	\$ 80.00/M
333,050	12 MO \$10-99.99 DONORS	\$ 11.00/M
179,429	12 MO \$15-99.99 DONORS	\$ 16.00/M
756,051	24 MO \$5-99.99 DONORS EXCH/	\$ 75.00/M
570,843	24 MO \$10-99.99 DONORS	\$ 11.00/M
299,294	24 MO \$15-99.99 DONORS	\$ 16.00/M
1,038,674	36 MO \$5-99.99	\$ 65.00/M
791,903	36 MO \$10-99.99	\$ 11.00/M
414,767	36 MO \$15-99.99	\$ 65.00/M
	NON-RECIPROCAL RATE	+ \$ 20.00/M
	NAMES THRU 1/12/10	

GENDER:
SOURCE: 100% DIRECT MAIL
AVERAGE SALE: \$20.00
MINIMUM NAMES: 5,000

DESCRIPTION:

(FORMERLY: LEUKEMIA SOCIETY OF AMERICA)

DONORS TO THE LEUKEMIA & LYMPHOMA SOCIETY ARE HIGHLY RESPONSIVE TO OFFERS AND SOLICITATIONS FROM HEALTH CHARITIES, WELLNESS NEWSLETTERS, MOST PREMIUM OFFERS AND A VARIETY OF COMMERCIAL OFFERS.

REGIONAL MAILERS CAN OBTAIN LARGE VOLUMES IN LIMITED GEOGRAPHIES DUE TO THE LARGE FILE SIZE AND FREQUENT UPDATES.

24MO+ SELECTS INCLUDE \$100+ DONORS.

THE FILE IS WELL REPRESENTED AMONG ALL AGE GROUPS.

ORDERS CANCELED BEFORE MAIL DATE PAY A \$75/F CANCELLATION FEE, \$10/M RUNNING CHARGES AND SHIPPING CHARGES. ALL APPLICABLE SELECT CHARGES WILL APPLY TO ORDERS CANCELED BEFORE MAIL DATE. ORDERS CANCELED ON OR AFTER MAIL DATE REQUIRE PAYMENT IN FULL

PROFILE/DEMOGRAPHICS:

INQUIRE IF DELVERY OTHER THAN FTP OR EMAIL IS REQUESTED.

CANCELLATION: \$75/F, PLUS \$8/M RUNNING IF ORDER PRODUCED, PLUS SHIPPING IF ORDER SHIPPED.

UPDATED MONTHLY

NON-RECIPROCAL FEE APPLIES TO ALL MAILERS WHO DO NOT RELEASE THEIR LIST.

SELECTIONS:

STATE	\$ 6.00/M
SCF	\$ 6.00/M
ZIP	\$ 6.00/M
GENDER	\$ 7.00/M
\$10+	\$ 11.00/M
\$15+	\$ 16.00/M
ZIP TAPE SET-UP	\$ 50.00/F
RUN CHARGES	\$ 8.00/M
CANCELLATION FEE	\$ 75.00/F

ADDRESSING:

EMAIL	\$ 50.00/F
FTP	\$ 50.00/F

ORDERS CANCELLED/CUTBACK AFTER SHIPMENT MUST BE CONFIRMED IN WRITING BY LIST SERVICES CORPORATION. ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE SUBJECT TO PAYMENT AT FULL RENTAL PRICE. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A \$50 CANCELLATION FEE. SAMPLE MAIL PIECE REQUIRED.