



**SOUTHWEST INDIAN FOUNDATION - CATALOG**

95,108	6 Mo. Catalog Buyers	\$110.00/M
124,754	12 Mo. Catalog Buyers	\$105.00/M
63,838	13-18 Mo. Catalog Buyers	\$105.00/M
28,252	19-24 Mo. Catalog Buyers	\$105.00/M
53,080	25-36 Mo. Catalog Buyers	\$105.00/M

EXCHANGE AVAILABLE

MULTI BUYERS	+\$15.00/M
Publisher Rate	\$70.00/M
Fundraiser / Food Rate	\$90.00/M

Month	\$50+	\$100+	\$150+	Total
3	19,896	16,734	14,275	23,606
6	75,461	59,067	47,724	95,108
12	100,335	79,296	64,219	124,754

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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<b>DATE</b>	
UPDATED	04/20/2022
NAMES THRU	04/18/2022
<b>UNIT OF SALE</b>	\$85.00
<b>GENDER</b>	35% Male 65% Female
<b>AGE</b>	45-54
<b>SOURCE</b>	Direct Mail
<b>SELECTS</b>	
STATE/SCF/ZIP	\$8.00/M
GENDER	\$8.00/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	\$65.00/F
NON-RECIPROCAL	20.00/M
<b>MINIMUM ORDER</b>	5,000 or Full Run
<b>DELIVERY</b>	5 Working Days from receipt of order
<b>EXCHANGES</b>	Allowed
<b>REUSE</b>	Please Inquire
<b>NET NAME</b>	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