



**WORLD VILLAGES FOR CHILDREN (ASIAN RELIEF) -
WILAND DIRECT MODELED MASTERFILE**

| | | |
|---------|---------------------------------|------------|
| 401,573 | Total Universe / Universe Rate | \$80.00/M |
| 401,573 | Universe for Modeled Selections | \$80.00/M |
| | Wiland Scoring | +\$35.00/M |

Through the Wiland modeling database, participants in the database can apply their house or prospecting model to the World Villages for Children (Asian Relief) file in order to connect with their ideal donor type for the highest rate of response. This opportunity is open to any non-competitive participants in the Wiland database. This can be utilized for new tests or expansion activity on the file.

World Villages for Children, a project of Asian Relief, Inc., maintains Boystowns and Girlstowns in the Philippines, Mexico, Guatemala, Brazil, Honduras, So. Korea, and Tanzania that are home to more than 20,000 poor children.

*On all exchange orders, mailer must pay model fee.

| | |
|--------------------------------------|--------------------------------------|
| <u>DATE</u> | |
| UPDATED | 01/03/2020 |
| NAMES THRU | 01/03/2020 |
| <u>UNIT OF SALE</u> | |
| | \$14.00 |
| <u>GENDER</u> | |
| | 0% Male |
| | 0% Female |
| <u>SOURCE</u> | |
| | 100% Direct Mail |
| <u>SELECTS</u> | |
| SCORING | \$35.00/M |
| EMAIL | \$65.00/F |
| 20% COMMISSION TO BROKERS | |
| <u>MINIMUM ORDER</u> | |
| | 17,000 |
| <u>MINIMUM PRICE</u> | |
| | \$0 |
| <u>DELIVERY</u> | |
| | 5 Working Days from receipt of order |
| <u>EXCHANGES</u> | |
| | Allowed |
| <u>REUSE</u> | |
| | Please Inquire |
| <u>CANCELLATION</u> | |
| CHARGES | \$50.00/F |

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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