



Born Free USA
 United with
Animal Protection Institute
Former Donors

67,762	UNIVERSE	\$80/M
11,827	Last 25-48, \$5+	+\$10/M
10,260	Last 25-48, \$10+	+\$15/M
15,697	Last 25-60, \$5+	+\$10/M
13,470	Last 25-60, \$10+	+\$15/M

Born Free USA united with Animal Protection Institute is a national animal advocacy non-profit dedicating their lives to save animals from cruelty and exploitation. BFUSA/API focuses their efforts on protecting animals from suffering in fur farms and circus cages through legislation, public education, litigation and grassroots networking. They also work actively with media to spread the word about challenges facing animals. Their primary campaign areas currently include animals used in entertainment, captive exotic animals, trapping & fur, and the international wildlife trade.

The Born Free USA Primate Sanctuary, located in Dilley, Texas, offers more than 500 primates, many of whom were rescued from abusive situations in laboratories, roadside zoos, and private possession, life in as natural an environment as possible with minimal human interference.

These donors respond to organizations dedicated to animal rights/advocacy as well as the environment.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

Last 12 Month USAGE (Updated 8/10/10):
 Dedication & Everlasting Love To Animals (DELTA)
 Farm Sanctuary
 Humane Society Legislative Fund
 Physicians Committee for Responsible Medicine
 Rescue Operation for Animals on the Reservation (ROAR)

100% Direct Mail
 100% Consumer
 100% Domestic

LAST UPDATE:
 August 2010

NEXT UPDATE:
 November 2010

AVERAGE GIFT
 \$22.00

ADDITIONAL CHARGES:

Recency	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender	\$7/M
Delivery	\$50/F
Non-Reciprocal	\$20/M

MINIMUM ORDER
 5,000

**SEND ORDERS, CLEARANCES
 & COUNT REQUESTS TO:**
Orders@TrilogyTarget.com

**FOR MORE INFORMATION PLEASE
 CONTACT**

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