

America's Wealthy

UNIVERSE

3,743,858

\$100/M

LIST TYPE Consumer
SOURCE Compiled from Public Sources

GEOGRAPHY United States

GENDER 21% Female/78% Male

LIST MAINTENANCE

NCOA'd January 2009
NCOA Schedule Quarterly

SELECTION CHARGES:

Lifestyle/Donation Cause \$10/M
State/SCF/Zip \$7/M
Age \$7/M
Party Affiliation \$7/M

AM Independent	8,076
Democrat	856,948
Reform	1,429
Green	4,128
Independent	21,132
Libertarian	6,486
None/Non-Partisan	204,849
Other	27,482
Republican	1,235,293
Unaffiliated/Non Affiliated	322,284
Conservative	3,250
Registered No Party Reporting	1,050,477

COUNTS BY LIFESTYLE/DONATION CAUSE

Gun Owners	715,182
Donors to Animal Welfare Causes	43,072
Donors to Arts Causes	19,330
Donors to Children's Causes	39,367
Donors to Environmental Causes	332,621
Donors to Health Causes	793,154
Donors to Political Causes	1,811,010
Donors to Poverty/Humanitarian Causes	843,543
Donors to Religious Causes	261,128

PRE-PAYMENT

Pre-payment is required for political candidate and committee mailers.

AUDIENCE PROFILE

This list is composed of America's wealthy individuals in the upper brackets with disposable assets. The file is compiled from public sources and cross mapped against multiple databases.

They have indicated support for various causes such as political, firearms, humanitarian, religious and environmental. They are ideal prospects for federal campaigns, capital campaigns, planned giving as well as local charities in their communities.

All samples and promotional offers must be cleared in advance. List owner reserves the right to deny certain packages. Other restrictions may apply, please inquire.

CANCELLATION POLICY

Processed orders cancelled before the approved mail date incur a \$75 flat fee, \$10/M running charges, material and shipping costs. Orders cancelled after the approved mail date will be due in full at gross.

NET NAME ARRANGEMENTS

Net Name is allowed on orders of 50,000 or more - 85% net with \$10/M run charges.

ADDRESSING

FTP/Email/CD/Diskette \$50/F

MINIMUM ORDER

5,000

REUSE

Reuse is allowed

COMMISSIONS

Broker 20%
Agency 15%

TELEMARKETING

Telemarketing is allowed. Please inquire.

FOR MORE INFORMATION CONTACT

Tom Mays

1.866.822.0212 ext 415

Please send all inquiries including Clearance Requests and Purchase Orders to
Orders@ResponseWorld.com or Fax 469.624.5615.



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