

Conservative Firebrand Donors

UNIVERSE

225,536

\$85/M

LIST TYPE Consumer

SOURCE Direct Mail

GEOGRAPHY United States

GENDER 77% Male

LIST MAINTENANCE

Last NCOA August 2011
NCOA'd Quarterly

SELECTION CHARGES:

Lifestyle/Donation Cause	\$10/M
State/SCF/Zip	\$7/M
Precinct	\$7/M
Congressional District	\$7/M
Voting History	\$7/M
Party Affiliation	\$7/M
Age	\$7/M

COUNTS BY LIFESTYLE/DONATION CAUSE

Wealthy	39,647
Donors to Animal Welfare Causes	3,266
Donors to Children's Causes	2,379
Donors to Environmental Causes	20,019
Donors to Health Causes	55,246
Donors to Political Causes	104,738
Donors to Poverty/Humanitarian Causes	52,289
Donors to Religious Causes	37,833

ADDRESSING

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

MINIMUM ORDER 5,000

REUSE Reuse is allowed

AUDIENCE PROFILE

Staunch conservative Republicans who are at the heart of the conservative movement. They are steadfast donors who are committed to upholding the conservative agenda.

They will prove to be supporters of political candidates and causes that share their determination to restore America's greatness.

Selectable by state, district, precinct, voting history and party affiliation.

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.

TELEMARKETING

Telemarketing is allowed. Please inquire.

PRE-PAYMENT

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

FOR MORE INFORMATION CONTACT:

Tom Mays

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Tom@ResponseWorld.com

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



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