

Registered Christian Conservative Donors

UNIVERSE

176,853

\$85/M

LIST TYPE	Consumer
SOURCE	Direct Mail
GEOGRAPHY	United States
GENDER	50% Male/50% Female
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	
Donors to Animal Welfare Causes	2,230
Donors to Children's Causes	2,142
Donors to Environmental Causes	10,965
Donors to Health Causes	41,257
Donors to Political Causes	73,851
Donors to Poverty/Humanitarian Causes	44,117
Donors to Religious Causes	34,319
ADDRESSING	
FTP/Email/CD/Diskette	\$50/F
MINIMUM ORDER	5,000
REUSE	Reuse is allowed
COMMISSIONS	
Broker	20%
Agency	15%

AUDIENCE PROFILE

Self-identified Americans of faith who have shown their support by donating to various social and Christian causes as well as political causes and candidates.

They believe in upholding and restoring traditional family values in their communities and throughout the United States. These donors actively seek to mobilize and influence national policy as well as elected officials. They are advocates of conservative agendas.

They will prove to be strong supporters of Christian, educational and political causes. They have strong moral and social views and are willing to provide monetary support to causes that restore traditional ethics and morality to our Nation.

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

Political candidate and committee mailers base rate is \$200/M. Pre-payment is required.

FOR MORE INFORMATION CONTACT:

Tom Mays

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



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