



BOOMING DEMOCRAT DONORS

May 2010

SEGMENTS

742,986 Donors

\$70.00 /M

92,673 Monthly Hotline

+ \$10.00 /M

DESCRIPTION

Baby Boomers represent the most politically active segment of today's American population. Using aggregated data culled from public records, census and self reported data, this file reaches these Americans, age 45-65, who have made a contribution to support the Democratic political party. Having contributed on both national and local levels, these active consumers are upwardly mobile with the means and energy to effect change in today's politically charged climate. Their liberal attitudes emerge in all aspects of their personal and professional lives, emphasizing individual rights & free private enterprise.

65% male, with an average HHI of \$42K, they are financially secure activists who will represent a powerful voice in the upcoming elections. Direct Marketers looking for the support of cultural and political liberals will find responsive prospects on this dynamic new file.

This file will work for fundraising, financial, subscription, insurance and investment offers.

Telemarketing allowed, upon script approval. Phone #'s available. Please inquire for counts & cost.

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We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS	
Monthly Hotline	\$10.00/M
Gender/Sex	\$7.50/M
Phone Numbers	\$20.00/M
Credit Card Holders	\$10.00 /M
Demographic Select	\$10.00 /M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00/M
State/SCF/Zip	\$7.50/M

GENDER PROFILE

Male: 65%
Female: 35%

MINIMUM ORDER

Quantity: 10,000

REUSE

Please inquire

TELEMARKETING

Telemarketing is allowed –
Please Inquire

KEY CODING

Please inquire

ADDRESSING

CARTRIDGE \$30.00 /F
DISKETTE \$30.00 /F
EMAIL/FTP \$50.00 /F
MAG TAPE \$30.00 /F
RUN CHARGE \$7.50 /M
ZIP TAPE \$35.00 /F



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