



## BOOMING REPUBLICAN DONORS

May 2010

### SEGMENTS

|                         |              |
|-------------------------|--------------|
| 911,687 Donors          | \$70.00 /M   |
| 170,443 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 Republican 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.

65% male, with an average HHI of \$50K, they tend to be traditionalists with strong family values. Direct Marketers looking for the support of cultural and political conservatives will find responsive prospects on this dynamic new file.

This file will work for fundraising, subscription, 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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