

Politically Connected Consumers @ Postal & E-Mail Address

January 2012

SEGMENTS

49,326,872 Politically Connected Consumers @ Postal Address
22,564,157 Politically Connected Consumers @ E-Mail Address

Base \$90/M
Base \$115/M

DESCRIPTION

Political awareness has never been more prevalent. Now mailers can reach politically visible individuals on land, on line and by phone; via post, e-mail & telemarketing. This responsive file targets Americans, young & old, from all walks of life, who have taken pro-active steps to voice their opinions & concerns regarding politically charged issues such as healthcare, finance, education, foreign affairs & more. They are current members of political parties who show their support at local and national levels through donations of time and dollars.

This file will work for offers for political support, appeals for donations of all kinds, as well as subscription, financial & insurance offers.

Selects: (add \$10/M)
Party Affiliation (Democrat, Republican, Independent)
Donors (Political, Humanitarian, Environmental & more; selectable) Pls. inquire for details
Ethnic (African American, Latino)

Sample mailing piece required.

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

Contact:

Terry Hudock

Phone: 203.698.0708

Fax: 203.698.0712

Email: thudock@soundbeachmarketing.com

Debbie Tether

Phone 203.270.8995

Fax: 203.270.0577

Email: debtether@soundbeachmarketing.com

SELECTS:

Recency: \$10/M

Party Affiliation: \$10/M

Age: \$10/M

Income: \$10/M

Gender: \$5/M

Phone #'s: \$20/M

Inquire for Suppression fee

State/SCF/Zip: \$5/M

MINIMUM ORDER:

Postal: 10,000

E-Mail: \$2000

REUSE: inquire

CANCELLATION FEE:

\$100/L

Email/FTP transfer: \$50/L



2 Rocky Point Road • Old Greenwich, CT 06870
Phone: 203.698.0708 Fax: 203.698.0712
thudock@soundbeachmarketing.com