

**AMERICA'S DEVOTED VOTERS AND DONORS**

|            |                          |         |           |                 |
|------------|--------------------------|---------|-----------|-----------------|
| 48,032,134 | 12 MO REGISTERED VOTERS  |         | \$70.00/M | UNIT OF SALE:   |
| 13,419,346 | 12 MO REPUBLICAN VOTERS  |         | \$70.00/M | N/A AVERAGE     |
| 19,432,188 | 12 MO DEMOCRATIC VOTERS  |         | \$70.00/M |                 |
| 4,292,734  | 12 MO INDEPENDENT VOTERS |         | \$70.00/M | GENDER: 50/50   |
| 12,509,796 | 12 MO TEA PARTY VOTERS   |         | \$70.00/M | CAN SELECT      |
| 3,109,168  | 12 MO REPUBLICAN DONORS  |         | \$75.00/M |                 |
| 4,472,502  | 12 MO DEMOCRATIC DONORS  |         | \$75.00/M |                 |
| 992,111    | 12 MO INDEPENDENT DONORS |         | \$75.00/M |                 |
| 2,871,236  | 12 MO TEA PARTY DONORS   |         | \$75.00/M |                 |
|            | 6 MO HOTLINE             | ADD     | \$5.00/M  |                 |
|            | 3 MO HOTLINE             | ADD     | \$10.00/M | ADDRESSING:     |
|            | 1 MO HOTLINE             | ADD     | \$15.00/M | SEE SELECTIONS  |
|            | TELEMARKETING            | ADD     | \$20.00/M |                 |
| 9,350,119  | EMAIL ADDRESSES          | INQUIRE |           |                 |
|            | UNLIMITED USE            | INQUIRE |           | KEYING:\$2.00/M |

MINIMUM ORDER:  
5,000

THESE DEVOTED (REGISTERED) VOTERS ACROSS AMERICA ARE PRIME TARGETS FOR ANY ELECTION CAMPAIGN. THEY ARE ACTIVE IN THEIR COMMUNITIES AND MANY HAVE CIVIC TIES. THEY HAVE STRONG FAMILY AND SOCIAL MORALS AND VALUES. WITH THE AMERICAN WAY IN MIND, THESE REGISTERED VOTERS ARE ALWAYS LOOKING FOR THE CANDIDATE THAT SUPPORTS THEIR BELIEFS AND HIGH STANDARDS.

SAMPLE REQUIRED

UPDATED MONTHLY

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: VOTER REGISTRATION AND NCDB DEMOGRAPHICS

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M  |
| GENDER                      | \$6.00/M  |
| ETHNICITY                   | \$7.00/M  |
| CONGRESSIONAL DISTRICT      | \$7.00/M  |
| RELIGIOUS AFFILIATION       | \$7.00/M  |
| MARRIED/SINGLE              | \$7.00/M  |
| PRESENCE OF CHILDREN        | \$7.00/M  |
| AGE/INCOME                  | \$7.00/M  |
| HOME VALUE                  | \$7.00/M  |
| LENGTH OF RESIDENCE         | \$7.00/M  |
| CREDIT CARD HOLDER          | \$7.00/M  |
| TELEPHONES                  | \$20.00/M |
| MAIL ORDER BUYER            | \$7.00/M  |
| MAGAZINE SUBSCRIBERS        | \$7.00/M  |
| ELECTRONIC DELIVERY         | \$50.00   |

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