

INDEPENDENT VOTERS THAT HUNT

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| 443,726 | 12 MO INDEPENDENTS THAT HUNT | \$80.00/M | UNIT OF SALE: |
| | 6 MONTH HOTLINE | +\$10.00/M | |
| | 3 MONTH HOTLINE | +\$15.00/M | |
| | 1 MONTH HOTLINE | +\$20.00/M | |
| 85,937 | DNC SCRUBBED TELEPHONES | +\$20.00/M | N/A AVERAGE |
| | EMAIL ADDRESSES INQUIRE | | |

THESE VOTERS MAKE HUNTING ONE OF THEIR FAVORITE HOBBIES. THEY SPEND THEIR HARD EARNED INCOME ON GUNS, AMMUNITION, HUNTING APPAREL AND OUTDOOR GEAR. THEY ALSO SUBSCRIBE TO MAGAZINES AND PURCHASE VIDEOS TO LEARN ABOUT THE LATEST TECHNIQUES, NEW REGULATIONS, TRAINING AND CARE FOR THEIR HUNTING DOGS, AND INFORMATION ON WILDLIFE AND HUNTING HOT SPOTS. THEY BELIEVE IN THEIR SECOND AMENDMENT RIGHTS TO KEEP AND BEAR ARMS.

GENDER 50/50
CAN SELECT
ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M

THESE INDEPENDENTS DONATE TO AND VOTE FOR THE CANDIDATES AND ISSUES THAT THEY BELIEVE IN. 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.

MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATED MONTHLY

THESE INDEPENDENTS ARE PRIME TARGETS FOR ANY ELECTION CAMPAIGN. THEY WILL SUPPORT AND DONATE TO CAMPAIGNS AND CAUSES BASED ON THEIR DEEPLY INGRAINED BELIEFS, ATTITUDES AND LOYALTIES.

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

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| DONOR/CONTRIBUTOR | \$6.00/M |
| TELEPHONES | \$20.00/M |
| AGE/INCOME | \$10.00/M |
| ETHNICITY | \$10.00/M |
| RELIGIOUS AFFILIATION | \$10.00/M |
| HOME VALUE | \$10.00/M |
| LENGTH OF RESIDENCE | \$10.00/M |
| CREDIT CARD TYPE | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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