

LIBERTY MESSENGER DONORS

| | | | | |
|---------|---------------------------|-----|-----------|------------------|
| 558,341 | 12 MONTH DONORS | | \$75.00/M | UNIT OF SALE: |
| 363,897 | 6 MONTH HOTLINE | ADD | \$10.00/M | \$28.00 AVERAGE |
| | 3 MONTH HOTLINE | ADD | \$15.00/M | |
| | 1 MONTH HOTLINE | ADD | \$20.00/M | |
| | CATALOG RATE | | \$65.00/M | |
| | PUBLISHER RATE | | \$60.00/M | |
| | EMAIL ADDRESSES - INQUIRE | | | GENDER: 52% MALE |
| | | | | CAN SELECT |

CREAM OF THE CROP DONORS WHO HAVE DONATED GENEROUSLY TO HELP SUPPORT THEIR POLITICAL CANDIDATES AND CAUSES. THESE DONORS ARE PRIMARILY UPPER INCOME (\$50K+) FAMILIES WITH CONSERVATIVE POLITICAL AND CHRISTIAN BELIEFS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MANY OF THESE DONORS HAVE GIVEN MULTIPLE TIMES TO THEIR CANDIDATES AND CAUSES. SOME OF THE MAJOR ISSUES CONCERNING THESE RIGHT-WINGERS INCLUDE: DOWNSIZING GOVERNMENT, PRO-LIFE, LIBERAL AGENDA'S, TAX REDUCTION AND PRESERVATION OF U.S. HISTORICAL LANDMARKS SUCH AS THE LIBERTY MEMORIAL. MANY HAVE ALSO GIVEN GENEROUSLY TO HUMANITARIAN AND PHILANTHROPIC CAUSES SUCH AS THE SALVATION ARMY AND NAT'L CHILD SAFETY COUNCIL AND VETERANS RELIEF CAUSES. THE AVERAGE AGE RANGE IS 50-60 WITH INCOMES IN THE \$50K-\$100K RANGE. 81% OWN THEIR HOMES AND MOST HAVE LIVED IN THEIR HOME 11+ YEARS.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

DONORS BY AFFILIATION:

CONSERVATIVE POLITICAL DONORS = 540,622
CHILDRENS CAUSES = 293,905
CHRISTIAN CAUSES = 314,122
MEMORIAL PRESERVATION EFFORTS = 124,118

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: 100% DIRECT RESPONSE

| | |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| AGE OR INCOME | \$10.00/M |
| CREDIT CARD HOLDER | \$10.00/M |
| MAIL ORDER RESPONDER | \$15.00/M |
| DONORS BY TYPE | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

RESCUE MISSIONS STARSET COMMUNICATIONS WOUNDED WARRIOR PROJECT
SALVATION ARMY

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com