

COMPETITIVE GOVERNOR RACES 2022

44,533	TOTAL UNIVERSE		\$75.00/M	UNIT OF SALE:
13,699	12 MONTH DONORS	+	\$5.00/M	\$100.00 AVERAGE
5,631	6 MONTH DONORS	+	\$10.00/M	

GENDER: 60% MALE
CAN SELECT

REACH DONORS TO "OPEN SEAT" GOVERNOR RACES IN STATES WHERE THERE IS NO INCUMBENT RUNNING DUE TO TERM LIMITS. THESE RACES ATTRACT A LARGE NUMBER OF DONORS FROM BOTH WITHIN THE STATE AND FROM ACROSS THE COUNTRY.

ADDRESSING:
EMAIL
FTP

THESE HIGHLY RESPONSIVE DONORS ARE DEDICATED TO SUPPORTING THE CANDIDATE AND PARTY THAT IS ADVOCATING FOR THEIR ISSUES AND BELIEFS.

KEYING: \$2.00/M

MOST DONORS ARE MORE AFFLUENT THAN THE NATIONAL AVERAGE AND ONCE THEY MAKE THEIR FIRST DONATION, THEY CONTINUE TO DONATE TO LOCAL, STATE AND NATIONAL RACES.

MINIMUM ORDER:
5,000

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

THRU: MARCH 22
NEXT: OCTOBER 22

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 \$100.00 CANCELLATION FEE.

SOURCE: GOVERNMENT RECORDS

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
DONATION AMOUNT	\$10.00/M
EMAIL	\$60.00
FTP	\$75.00

Contact List Manager: Dorothy@midwestdm.com