

HEARTLAND GOVERNOR RACES 2022

128,239	TOTAL UNIVERSE		\$75.00/M	UNIT OF SALE:
27,778	12 MONTH DONORS	+	\$5.00/M	\$100.00 AVERAGE
14,536	6 MONTH DONORS	+	\$10.00/M	

GENDER: 60% MALE
CAN SELECT

THE AMERICAN HEARTLAND IS THE BREADBASKET OF THE COUNTRY AND IS POPULATED BY CONSERVATIVE, HARD WORKING AND FAMILY CENTERED CITIZENS.

ADDRESSING:
EMAIL
FTP

RACES FOR GOVERNOR ARE WHERE A STATE DEFINES ITS POLITICAL CULTURE. THESE GOVERNOR RACES ATTRACT FAR MORE DONORS - COMMITTED DONORS - THAN OTHER STATE RACES.

KEYING: \$2.00/M

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

MINIMUM ORDER:
5,000

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.

SAMPLE REQUIRED

THRU: MARCH 22
NEXT: OCTOBER 22

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 \$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