

AMERICANS FOR FREEDOM & FAMILY DONORS

171,798	12 MO POLITICAL ACTIVISTS	\$70.00/M	UNIT OF SALE:
249,221	12 MO DONORS	\$85.00/M	\$27.00 AVERAGE
	6 MO HOTLINE	ADD \$10.00/M	

GENDER: 55% MALE
CAN SELECT

THESE DONORS TO A NATIONAL CONSERVATIVE, REFORMED ORGANIZATION CONTINUE THE FIGHT AGAINST A LIBERAL AGENDA AND OUT-OF-CONTROL POLICIES. THESE DONORS FIGHT AGAINST ABORTION, STOP SPECIAL HOMOSEXUAL RIGHTS AND HALT THE INCREASED ROLE OF THE UNITED NATIONS IN AMERICAN AFFAIRS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THROUGH THEIR ONGOING DIRECT MAIL PROGRAM, THESE DONORS ARE FIGHTING TO SEEK SOLUTIONS TO THE PROBLEMS CREATED BY WHAT THEY PERCEIVE ARE LIBERAL, IMMORAL AND OUT OF TOUCH POLITICAL CANDIDATES IN A BID TO TAKE OVER WASHINGTON. THEY ARE HOPING TO RESTORE TRADITIONAL MORALITY TO AMERICA THROUGH ELECTING "GOD-FEARING" CANDIDATES.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

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 ORDERS NOT PAID WITHIN GUARANTEED DATE WILL FORFEIT PRICING, NET NAME AND COMMISSION DISCOUNTS.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL, TELEMARKETING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
CREDIT CARD HOLDER	\$10.00/M
MAIL ORDER RESPONDER	\$15.00/M
DOLLAR SELECT	\$10.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM CTR LAW & JUSTICE	M.A.D.D.	REPUBLIC. NAT'L COMM.
AM TARGET ADVERTISING	NAT'L COUNCIL READINESS	REPUBLIC. STATE COMM.
BOY SCOUTS OF AMERICA	NAT'L PRO-LIFE ALLIANCE	ROMNEY FOR PRES.
BROWNBACK FOR PRESIDENT	NAT'L REPUB. CONG.	SALVATION ARMY
CITIZENS UNITED	NAT'L RIGHT TO WORK FND	SHERIFF'S ASSOC.
FNDTN CHRISTIAN CIVIL	OPERATION HOMEFRONT	TRADITIONAL VALUES
FRIENDS OF GEORGE ALLEN	PUBLIC ADVOCATES	VETS OF FOREIGN WARS
HELP HOSP. VETERANS	RAISING STANDARD	

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