

AMERICA'S DEVOTED VOTERS

15,392,401	12 MO REGISTERED VOTERS	\$50.00/M	UNIT OF SALE:
643,574	12 MO REPUBLICAN VOTERS	\$55.00/M	N/A AVERAGE
1,299,073	12 MO DEMOCRATIC VOTERS	\$55.00/M	
315,740	12 MO INDEPENDENT VOTERS	\$55.00/M	GENDER: 50/50
286,472	12 MO NON DECLARED VOTERS	\$55.00/M	CAN SELECT
	6 MO HOTLINE	ADD \$10.00/M	
	3 MO HOTLINE	ADD \$15.00/M	
	UNLIMITED USE	\$85.00/M	ADDRESSING: SEE SELECTIONS

THESE DEVOTED (REGISTERED) VOTERS ACROSS AMERICA ARE PRIME TARGETS FOR ANY ELECTION CAMPAIGN. 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.

KEYING:\$2.00/M
MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: APRIL 2010
NEXT: JULY 2010

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 \$50.00 CANCELLATION FEE.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: VOTER REGISTRATION AND NCDB DEMOGRAPHICS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	ZIP TAPE SET UP FEE	\$50.00
	GENDER	\$6.00/M
	ETHNIC	\$10.00/M
	MARRIED/SINGLE	\$10.00/M
	PRESENCE OF CHILDREN	\$10.00/M
	AGE/INCOME	\$10.00/M
	HOME VALUE	\$15.00/M
	LENGTH OF RESIDENCE	\$10.00/M
	CREDIT CARD HOLDER	\$10.00/M
	6 MONTH HOTLINE	\$10.00/M
	3 MONTH HOTLINE	\$15.00/M
	TELEPHONES	\$30.00/M
	MAIL ORDER BUYER	\$15.00/M
	MAGAZINE SUBSCRIBERS	\$10.00/M
	NCDB DONOR/CONTRIBUTOR	\$10.00/M
	P/S LABELS	\$10.00/M
	CD ROM	\$50.00
	ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com
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** USAGE **

AMERICAN RED CROSS	MISSIONS GROUP	SEBILIUS FOR GOV.
ANDOVER GROUP	MULLER ASSOC. CONSULTANTS	SUMMIT SRHD GROUP
FREE MARKET THINKERS.COM	NAT'L COMM. PRESERVE S.S.	SALVATION ARMY
MCPHERSON-MULTI STATION		

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