

CALIFORNIA POLITICAL DONORS

| | | | | |
|--------|-----------------|-----|-----------|-----------------|
| 65,515 | 12 MONTH DONORS | | \$95.00/M | CONTRIBUTION |
| 29,776 | 6 MONTH DONORS | ADD | \$10.00/M | AVERAGE \$40.00 |

THESE WEST COAST DONORS ARE DEDICATED TO THE CAMPAIGN EFFORTS OF CONSERVATIVE, MORAL, CHRISTIAN BASED POLITICIANS. THESE DONORS ARE DETERMINED TO SEE LIKE-MINDED CANDIDATES IN OFFICE WHICH SUPPORT THEIR STRONG CHRISTIAN CONSERVATIVE VIEWS AND TRADITIONAL FAMILY VALUES.

GENDER: 50/50
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

WITH AN AVERAGE AGE OF 55 AND AN AVERAGE INCOME OF \$70,000, THESE GENEROUS CONTRIBUTORS SUPPORT MANY RIGHT-WING ISSUES INCLUDING PRO-FAMILY, PRO-LIFE, AND SCHOOL PRAYER.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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

THRU: SEPTEMBER 11
NEXT: APRIL 12

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 OT NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% DIRECT RESPONSE

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| AGE OR INCOME | \$10.00/M |
| GENDER | \$6.00/M |
| P/S LABELS | \$10.00/M |
| ZIP TAPE SET UP FEE | \$50.00 |
| CD ROM | \$50.00 |
| ELECTRONIC DELIVERY | \$50.00 |

USAGE

TAXPAYER REVOLUTION COMMITTEE

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