

CHRISTIAN RIGHT-WING DONORS

222,114 12 MONTH DONORS & ACTIVISTS \$80.00/M UNIT OF SALE:
 138,246 6 MONTH DONORS & ACTIVISTS \$10.00/M \$27.00 AVERAGE

THESE POWERFUL DONORS ARE THE HEART AND SOUL OF THE RELIGIOUS RIGHT. THIS FILE COMBINES MULTIPLE SOURCES OF POLITICAL AND RELIGIOUS OUTBOUND TELEMARKETING CAMPAIGN EFFORTS TO PRODUCE ONE OF THE BEST FUND-RAISING LISTS AVAILABLE FOR CONSERVATIVE POLITICAL AND RELIGIOUS OFFERS.

GENDER: 55% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

ISSUES GOVERNING THE DONOR ACTIVITY OF THESE FOLKS INCLUDE: PRO-LIFE, PRO-FAMILY, MORALITY, SCHOOL PRAYER, HONEST GOVERNMENT AND STATE'S RIGHTS TO NAME A FEW.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THE AVERAGE AGE RANGE IS 45-60 WITH HOUSEHOLD INCOME IN THE \$50K-\$74K RANGE.

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: 100% DIRECT RESPONSE

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 BUYER	\$15.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AARP	FOCUS ON THE FAMILY	NATL REP CONG COMM
AM. CTR LAW & JUSTICE	HELP HOSPITALIZED VETS	NRA
AM. TARGET ADMISSIONS	MISSIONS GROUP	PRO-LIFE ALLIANCE
CARE NET	MISSIONS OUTREACH	SALVATION ARMY

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