

CONSERVATIVE SENIOR DONORS TO CHARITIES & POLITICS

144,569 12 MONTH DONORS \$80.00/M UNIT OF SALE:
6 MONTH HOTLINE ADD \$10.00/M \$25.00 AVERAGE

THESE SENIORS CONTRIBUTE TO NATIONAL HEALTH AND CHARITABLE ORGANIZATIONS AS WELL AS MAKE DONATIONS TO THEIR LOCAL POLITICIANS.

GENDER: 50/50
CAN SELECT

THEY SPEND THEIR DISCRETIONARY INCOME GIVING TO NATIONAL HEALTH ORGANIZATIONS THAT RESEARCH CURES AND TREATMENTS FOR MEDICAL DISEASES AND AILMENTS. THEY SUPPORT HOMELESS CHARITIES AND CHILDREN'S NON-PROFIT ORGANIZATIONS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THEY HAVE CONSERVATIVE POLITICAL VIEWS AND DONATE THEIR TIME AND MONEY TO THE POLITICAL CANDIDATE THAT REPRESENTS THEIR CAUSE.

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

THESE CONSERVATIVE DONORS ARE ALWAYS INTERESTED IN ISSUES RELATING TO THE FAMILY AND THE BETTERMENT THEREOF.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.
ALL ORDERS CANCELLED AFTER 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.
ALL ORDERS NOT PAID WITHIN GUARANTEED DATE WILL FORFEIT PRICING, NET NAME AND COMMISSION DISCOUNTS.

SOURCE: 100% DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$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 TARGET ADMISSIONS
AMERICAN RED CROSS

INT'L BIBLE SOCIETY
OPERATION SMILE

REP NAT'L CONG COMM
REPUBLIC. NAT'L COMM.

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