

## DEVOTED CHRISTIAN DONORS

53,262 12 MONTH DONORS \$95.00/M UNIT OF SALE:  
6 MONTH HOTLINE ADD \$10.00/M \$25.00 AVERAGE

GENDER: 50/50  
CAN SELECT

THESE LOYAL DONORS TO A WELL-KNOWN NATIONAL COALITION ARE DEVOTED TO THEIR CONTINUED SUPPORT OF POLITICIANS, CHARITABLE ORGANIZATIONS, ENVIRONMENTAL AND MORAL CAUSES THAT ADHERE TO THEIR STRONG CHRISTIAN VALUES AND ETHICS.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

THESE DONORS CLOSELY FOLLOW THE POLITICAL ARENA AS THEY ARE DRIVEN TO PLACE CONSERVATIVE CHRISTIAN POLITICIANS IN OFFICE THAT SHARE THEIR BELIEFS IN PRO-FAMILY, SCHOOL PRAYER, AN HONEST AND SMALL GOVERNMENT, AND THE CHRISTIAN VALUES THEY LIVE BY.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE CHRISTIANS ARE ALSO FAITHFUL TO THE EFFORTS OF NON-PROFIT ORGANIZATIONS THAT PROVIDE ASSISTANCE TO CHILDREN, DOMESTIC CAUSES, AND FAMILY SUPPORT.

THRU: SEPTEMBER 11  
NEXT: APRIL 12

WITH AN AVERAGE AGE OF 55 AND AN AVERAGE INCOME OF \$65,000, THEY GIVE THEIR DONATION WITH A HEARTFELT CONVICTION TO DO THEIR CHRISTIAN DUTY TO BETTER THE WORLD THROUGH ACTIVELY SUPPORTING CONSERVATIVE CHRISTIAN POLITICAL CANDIDATES.

SOURCE: DIRECT MAIL, TELEMARKETING

|                             |           |
|-----------------------------|-----------|
| 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 \*\*

|                      |                         |                   |
|----------------------|-------------------------|-------------------|
| AM CTR LAW & JUSTICE | CONCERNED WOMEN AMERICA | OPEN DOORS        |
| CHRISTIAN SENIORS    | CORAL RIDGE MINISTRIES  | OPERATION SMILE   |
| CITIZENS UNITED      | NAT'L PRO-LIFE ALLIANCE | REGENT UNIVERSITY |

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