

LIBERTY MESSENGER DONORS

515,762	12 MONTH DONORS	\$75.00/M	UNIT OF SALE:
187,019	6 MONTH DONORS	\$85.00/M	\$28.00 AVERAGE
	CATALOG RATE	\$65.00/M	
	PUBLISHER RATE	\$60.00/M	GENDER: 52% MALE
			CAN SELECT

CREAM OF THE CROP DONORS WHO HAVE DONATED GENEROUSLY TO HELP SUPPORT THEIR POLITICAL CANDIDATES AND CAUSES. THESE DONORS ARE PRIMARILY UPPER INCOME (\$50K+) FAMILIES WITH CONSERVATIVE POLITICAL AND CHRISTIAN BELIEFS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MANY OF THESE DONORS HAVE GIVEN MULTIPLE TIMES TO THEIR CANDIDATES AND CAUSES. SOME OF THE MAJOR ISSUES CONCERNING THESE RIGHT-WINGERS INCLUDE: DOWNSIZING GOVERNMENT, PRO-LIFE, LIBERAL AGENDA'S, TAX REDUCTION AND PRESERVATION OF U.S. HISTORICAL LANDMARKS SUCH AS THE LIBERTY MEMORIAL. MANY HAVE ALSO GIVEN GENEROUSLY TO HUMANITARIAN AND PHILANTHROPIC CAUSES SUCH AS THE SALVATION ARMY AND NAT'L CHILD SAFETY COUNCIL AND VETERANS RELIEF CAUSES. THE AVERAGE AGE RANGE IS 50-60 WITH INCOMES IN THE \$50K-\$100K RANGE. 81% OWN THEIR HOMES AND MOST HAVE LIVED IN THEIR HOME 11+ YEARS.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

DONORS BY AFFILIATION:

CONSERVATIVE POLITICAL DONORS = 110,278
CHILDRENS CAUSES = 30,273
CHRISTIAN CAUSES = 176,971
MEMORIAL PRESERVATION EFFORTS = 49,978

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.

SOURCE: 100% DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
CREDIT CARD HOLDER	\$10.00/M
MAIL ORDER RESPONDER	\$15.00/M
DONORS BY TYPE	\$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 **

AM CTR LAW & JUSTICE	CITIZENS AGNST GOV WASTE	PUBLIC T.V.
AMERICAN RED CROSS	CITY MISSION MINISTRIES	RESCUE MISSIONS
BREWER DIRECT	FOOD FOR THE POOR	RESOURCE & DEVELOP
CAMPAIGN FOR LIBERTY	MISSIONS OUTREACH	SALVATION ARMY
CAMPUS CRUSADE FOR CHRISTNAT'L	PRO-LIFE ALLIANCE	US OLYMPICS
CHILDRENS MIRACLE NTWK	OPERATION SMILE	VETS FOREIGN WARS

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com