

SOUTHERN CONSERVATIVE DONORS

59,831 12 MO DONORS \$85.00/M
 6 MONTH HOTLINE ADD \$10.00/M

UNIT OF SALE:
 \$25.00 AVERAGE

THESE GEORGIA BASED CHRISTIAN CONSERVATIVE
 CONTRIBUTORS DONATE ON LOCAL, STATE AND NATIONAL
 LEVELS FOR APPEALS AND CAMPAIGNS.

GENDER: 60% MALE
 CAN SELECT

THESE DONORS SUPPORT POLITICAL AND NON-PROFIT
 ORGANIZATIONS WHOSE EFFORTS ARE TO PRESERVE
 AMERICAN FREEDOM, PRO-FAMILY, REPUBLICAN GOVERNMENT
 ISSUES, RIGHT TO PRAYER IN SCHOOLS AND THE AMERICAN
 DREAM.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

AVERAGE INCOME RANGE IS \$50K-\$74K AND AVERAGE AGE
 RANGE IS 45-60.

SAMPLE REQUIRED

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.

THRU: SEPTEMBER 11
 NEXT: APRIL 12

SOURCE: DIRECT MAIL, INTERNET

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/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 **

AM. TARGET ADVERTISING
 CITIZENS AGNST GOV WASTE

NATL REPUB. SENATORIAL

REPUB NAT'L COMM.

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