

# All American Hunters

**UNIVERSE**

**5,461,991**

**\$80/M**

**LIST TYPE  
SOURCE**

Consumer  
Direct Mail

**GEOGRAPHY**

United States

**GENDER**

16% Female/81% Male

**LIST MAINTENANCE**

NCOA'd January 2009  
NCOA Schedule Quarterly

**SELECTION CHARGES:**

Donation Cause \$10/M  
State/SCF/Zip \$7/M  
Age \$7/M  
Gender \$7/M  
Party Affiliation \$7/M

AM Independent	16,673
Democrat	752,290
Green	2,937
Independent	27,990
Libertarian	7,456
None/Non-Partisan	406,642
Other	66,973
Republican	1,262,207
Unaffiliated/Non Affiliated	534,751
Conservative	2,959
Registered No Party Reporting	2,377,898

**COUNTS BY DONATION CAUSE**

Donors to Animal Welfare Causes	51,545
Donors to the Arts	7,668
Donors to Children's Causes	39,367
Donors to Environmental Causes	491,004
Donors to Health Causes	686,767
Donors to Political Causes	2,189,802
Donors to Poverty/Humanitarian Causes	1,183,238
Donors to Religious Causes	227,628

**PRE-PAYMENT**

Pre-payment is required for political candidate and committee mailers.

**AUDIENCE PROFILE**

This database consists of licensed hunters who are very active in their communities and the world around them. They show it by voting for political candidates and supporting a vast number of charitable organizations.

These outdoor enthusiasts are ideal prospects for outdoor and hunting offers, firearms related products, Second Amendment rights appeals, magazine offers and political and charitable fundraising appeals.

**All samples and promotional offers must be cleared in advance. List owner reserves the right to deny certain packages. Other restrictions may apply, please inquire.**

**CANCELLATION POLICY**

Processed orders cancelled before the approved mail date incur a \$75 flat fee, \$10/M running charges, material and shipping costs. Orders cancelled after the approved mail date will be due in full at gross.

**NET NAME ARRANGEMENTS**

Net Name is allowed on orders of 50,000 or more -- 85% net with \$10/M run charges.

**ADDRESSING**

FTP/Email/CD/Diskette \$50/F

**MINIMUM ORDER**

5,000

**REUSE**

Reuse is allowed

**COMMISSIONS**

Broker 20%  
Agency 15%

**TELEMARKETING**

Telemarketing is allowed. Please inquire.

**FOR MORE INFORMATION CONTACT**

Tom Mays

1.866.822.0212 ext 415

Please send all inquiries including Clearance Requests and Purchase Orders to  
Orders@ResponseWorld.com or Fax 469.624.5615.



**RESPONSE WORLD**

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