

# Registered Christian Conservative Donors

**UNIVERSE**

**181,856**

**\$85/M**

<b>LIST TYPE</b>	Consumer
<b>SOURCE</b>	Direct Mail
<b>GEOGRAPHY</b>	United States
<b>GENDER</b>	50% Male/50% Female
<b>LIST MAINTENANCE</b>	
Last NCOA	November 2009
NCOA'd	Quarterly
<b>SELECTION CHARGES:</b>	
Lifestyle/Donation Cause	\$10/M
State/SCF/Zip	\$7/M
Precinct	\$7/M
Congressional District	\$7/M
Voting History	\$7/M
Party Affiliation	\$7/M
Age	\$7/M
<b>COUNTS BY LIFESTYLE/DONATION CAUSE</b>	
Wealthy	8,698
Donors to Animal Welfare Causes	2,387
Donors to Children's Causes	2,218
Donors to Environmental Causes	11,132
Donors to Health Causes	42,202
Donors to Political Causes	75,614
Donors to Poverty/Humanitarian Causes	44,764
Donors to Religious Causes	34,920
<b>ADDRESSING</b>	
FTP/Email/CD/Diskette	\$50/F
<b>MINIMUM ORDER</b>	5,000
<b>REUSE</b>	Reuse is allowed
<b>COMMISSIONS</b>	
Broker	20%
Agency	15%

## AUDIENCE PROFILE

Self-identified Americans of faith who have shown their support by donating to various social and Christian causes as well as political causes and candidates.

They believe in upholding and restoring traditional family values in their communities and throughout the United States. These donors actively seek to mobilize and influence national policy as well as elected officials. They are advocates of conservative agendas.

They will prove to be strong supporters of Christian, educational and political causes. They have strong moral and social views and are willing to provide monetary support to causes that restore traditional ethics and morality to our Nation.

**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.

## TELEMARKETING

Telemarketing is allowed. Please inquire.

## PRE-PAYMENT

Political candidate and committee mailers base rate is \$200/M. Pre-payment is required.

## FOR MORE INFORMATION CONTACT:

**Tom Mays**

**1.866.822.0212 ext 415**

**Tom@ResponseWorld.com**

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



**RESPONSE WORLD**

855 East Collins Blvd. ♦ Richardson, Texas 75081  
1.866.822.0212 ♦ Fax 972.664.9095 ♦ Email Info@ResponseWorld.com  
www.ResponseWorld.com