

# ALLEGIANCE TO THE CAUSE

<b>Total Universe:</b>	<b>622,707</b>	<b>\$ 90/M</b>
<b>Monthly H/L</b>	<b>29,333</b>	<b>\$ +5/M</b>
<b>Non Profit:</b>		<b>\$ 75/M</b>

Target the socially aware, the politically inclined fundraisers. These cause-related and oriented individuals donated an average of \$50.00 to the organization close to their hearts. They then continue their crusade with repeated donations of more substantial amounts on the backend. Respondents were motivated by a series of television spots and direct mail driven campaign pleas. Political party is available.

### Demographics:

Average Age 50  
 Average Inc \$65,000  
 College Educated with family

50% Republicans  
 40% Democrats  
 5-10% Other Party

This file is recommended for all magazines, business opportunities, credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and organizing gadgets, travel and so much more.

### **Selects:**

<b>Income Range</b>	<b>\$ 6/M</b>
<b>State, Zip, SCF</b>	<b>\$ 6/M</b>
<b>Renter/Homeowner</b>	<b>\$ 6/M</b>
<b>Gender</b>	<b>\$ 6/M</b>
<b>Age Range</b>	<b>\$ 6/M</b>
<b>Childs Age Range</b>	<b>\$ 6/M</b>
<b>Paid</b>	<b>\$ 6/M</b>
<b>Political Party</b>	<b>\$ 6/M</b>

<b>Key Coding</b>	<b>\$ 2.50/M</b>
<b>A/B Split</b>	<b>\$ 5/M</b>
<b>CD Rom</b>	<b>\$ 35/F</b>
<b>Diskette</b>	<b>\$ 35/F</b>
<b>Email</b>	<b>\$ 35/F</b>
<b>P/S Labels</b>	<b>\$ 10/M</b>

### **Ordering Instructions**

- **5,000 name minimum order \$0 minimum payment**
- **Please inquire about net name**
- **Exchange is not available**
- **Broker commission 20% on base**
- **Agency commission 15% on base**
- **Reuse – Please inquire**
- **Please inquire about telemarketing**
- **Cancellation fee at \$10.00/M**

<b>Market:</b>	<b>Consumer</b>
<b>Type:</b>	<b>Email, Postal Mail, Telephone</b>
<b>Geo:</b>	<b>Domestic (US)</b>
<b>Gender:</b>	<b>50% Female 50% Male</b>
<b>Income:</b>	<b>\$65,000</b>
<b>Spending:</b>	<b>\$50 Average Donation</b>

SOURCE: TELEVISION, PRINT MEDIA, DIRECT MAILNET NAME ARRANGEMENT IS AVAILABLE-CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at [sales@offersinthemail.com](mailto:sales@offersinthemail.com)



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 1-877-MAILIST (624-5478) FAX: 1-877-732-8329

*Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.*