

## America's Future - Political Party Affiliation

### DATACARD DESCRIPTION

THIS LIST IS COMPRISED OF REGISTERED VOTERS IN THE UNITED STATES BY POLITICAL PARTY. THESE CITIZENS UNDERSTAND THE IMPORTANCE OF THEIR RIGHT TO VOTE AND TAKE FULL ADVANTAGE OF THIS CIVIL LIBERTY. POLITICAL AFFILIATION IS AN EXCELLENT WAY TO DETERMINE AN INDIVIDUAL'S LIFESTYLE AND BELIEF INCLINATIONS, AS CERTAIN STRONGLY HELD PRINCIPLES OFTEN RUN DOWN PARTY LINES. THIS CREATES A PERFECT OPPORTUNITY FOR ANY OFFER TARGETED TOWARDS A GROUP WITH A SPECIFIC SET OF STANDARDS. AN IDEAL LIST FOR CAMPAIGN AND CAUSE-RELATED FUNDRAISING AS WELL AS ANY OFFER RELATING TO THE LOCAL OR NATIONAL COMMUNITY.

### SELECTIONS WITH COUNTS

<b>Minimum order 250.00 or 3,000</b>	<b>UPDATED</b>	Jul 27, 2010
<b>Counts Thru: Jul 2010</b>	<b>DATE VERIFIED</b>	Jul 27, 2010
<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	11,563,478	\$70.00
Democrat	5,610,547	+5.00
Republican	2,341,252	+5.00
Independent	148,638	+5.00
Net name arrangement (minimum 25,000), 85%.		

### OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Presence Of Children	\$10.00	M
Key Coding	\$2.00	M

### LIST SOURCE

Direct Response	<b>Note</b> Voter Registration
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### METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	
E-mail	\$50.00	
CD ROM	\$50.00	
FTP	\$50.00	
Cartridge	\$50.00	

### COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers.

### RESTRICTIONS

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is not allowed.

### LIST MANAGER/OWNER

Datamatrix Lists List Manager

**List Manager** Key Contact Name  
732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax  
[sales@datamatrixlists.com](mailto:sales@datamatrixlists.com) Key Contact Email

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**MID**

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