

2020 Responsive Republicans

Counts	Segments	Prices
9,498,383	Total Universe/Base Rate	\$85.00/M
357,289	30 Day Hotline Rate	\$95.00/M
	Fundraiser Base Rate	\$70.00/M
	FTP/Email Delivery	\$65.00/F

DESCRIPTION

These responsive republicans have expressed their political affinity through opt-in responses. These registered republicans are proud to support their local and national representatives. This group of affiliated republicans have shared that they are willing to stand with their conservative candidates.

These high value prospects would be ideal for the following causes and offers:

- Voter Outreach
- Political Fundraising
- Petitions
- Senior Causes

*Please inquire about email addresses and telemarketing counts and availability.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 10,000

SELECTS

Age	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Counts Through	5/1/2020
Last Update	5/22/2020
Next Update	6/1/2020

CONTACT

Yvette Robichaud, List Manager
 (410) 721-5700 Ext. 2205
YRobichaud@YourAudienceFirst.com

Diane Hardy, Sales
 (410) 721-5700 Ext. 2243
DHardy@YourAudienceFirst.com

Please send clearances & orders to:
Orders@YourAudienceFirst.com