

2020 Active Independents

Counts	Segments	Prices
16,157,491	Total Universe/Base Rate	\$85.00/M
615,777	30 Day Hotline Rate	\$95.00/M
	Fundraiser Base Rate	\$70.00/M
	FTP/Email Delivery	\$65.00/F

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	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

CONTACT

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

DESCRIPTION

These active independents have expressed their political affinity through opt-in responses. These independents vote for the candidate that most closely aligns with their ideals and beliefs. Reach out to these voters today to help change the outcome of your campaign!

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.