

AMERICA COMING TOGETHER

CACT

62,443	TOTAL UNIVERSE	\$90.00/M
17,031	\$100+ DONORS	\$110.00/M
8,121	JEWISH DONORS	+\$20.00/M
	ETHNIC	+\$20.00/M
	INCOME	+\$10.00/M

-----DATE-----
AUGUST 2006

--AVG UNIT SALE---
N/A

-----GENDER-----
 FEMALE 27,733
 MALE 29,435

DESCRIPTION:

FOUNDED IN 2003 BY A GROUP OF GRASSROOTS AND POLITICAL LEADERS THAT SHARE THE VISION OF A PROGRESSIVE NATION, AMERICA COMING TOGETHER IS AN ALLIANCE OF DEDICATED INDIVIDUALS WORKING TO DEFEAT REPUBLICAN CANDIDATES. ACT HELPS ELECT PROGRESSIVE CANDIDATES IN VITALLY IMPORTANT STATE, LOCAL AND FEDERAL CONTESTS. THEY STRIVE TO MOBILIZE MILLIONS OF PEOPLE TO REGISTER AND VOTE ON THE CRITICAL ISSUES FACING AMERICA.

----SELECTIONS----
 ZIP \$8.00/M
 SCF \$8.00/M
 STATE \$8.00/M
 GENDER \$8.00/M
 RECENCY \$8.00/M
 ZIP SETUP \$10.00/F

----ADDRESSING----

FTP \$60.00/F
 EMAIL \$60.00/F

**LAST UPDATE: 8/06

----KEY CODING----
INQUIRE

***NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

--MINIMUM ORDER---
5,000

DMA MAIL PREFERENCE NAMES OMITTED.

----NET NAME-----
INQUIRE.

ETHNIC SELECTS NOW AVAILABLE AT +\$20.00/M

ASIAN	565
ENGLISH	18,837
HISPANIC	1,152
JEWISH	8,121
MIDDLE EASTERN	111
RUSSIAN	102
HINDU	73

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match-back of internet gifts, creation of various response and mailed models, and analysis of response trends.

