

Senator Frank Lautenberg of New Jersey won a decisive victory in his last bid for re-election, helped by the financial support of thousands of contributors to his direct mail appeals. They are a progressive and independent group who respond to like-minded appeals.

30% Women
Sample mail piece required.

5,708

\$85.00/M or
Exchange

5,000

Direct Mail

Quarterly

4-Up Cheshire N/C
4-UP PSL \$7.50/M
CD \$50.00/F
EMAIL \$60.00/F
FTP \$60.00/F

SCF \$6.00/M
ZIP \$6.00/M
State \$6.00/M
Gender \$10.00/M
Dollar \$5.00/M
Keying \$5.00/M



600 AB Data Dr.
Milwaukee, WI 53217
Phone: 414-961-6400
Fax: 414-961-2216

