

LAUTENBERG FOR SENATE

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.

Sample mail piece required.

Gender Breakdown:

Male: 51%
Female: 29%

LAUT-L

Universe: 5,692

Base: \$85.00/M or Exchange

Minimum Order: 5,000

Data Source: Direct Mail

Updated: 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

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Page 1 of 1



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