



## Prime Republican Donors

**TOTAL RECORDS:** 1,124,106

**BASE PRICE:** \$350/M

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over one million records in our Prime Republican Donors Database, our clients are sure to find a vast number of recipients ready to receive their message.

The Cobalt Media Republican Donor file is compiled of fiercely loyal Republicans who have donated a minimum of \$5,000 in contributions to the candidates of the Republican Party. The file was created and used successfully by faith based institutions, national grassroots organizations, a variety of social-issue groups, social conservatives - pro-life, pro-family, fiscal conservatives, pro-gun, pro-constitution, etc.

With a median annual household income of \$218,337, this file is the prime audience to target on behalf of your Republican candidate.

This file has been segmented and overlaid with additional data elements such as age, gender, net worth, income, home value, ethnicity, preference of language, voting history, etc... Allowing your Republican candidate to target these highly qualified donors that share the same views as their campaign.

### Additional Donor Selections:

- Educational
- Religious
- Environmental
- Health and Medical Research
- Other causes

### Additional Consumer Selects:

- |                      |                      |                   |                   |
|----------------------|----------------------|-------------------|-------------------|
| • Gun Owners         | • Pro Life           | • Active Military | • Border Crossing |
| • Computers          | • Crafts/Sewing      | • Electronics     | • Entertainment   |
| • Sporting equipment | • Automobiles        | • Gourmet Wine    | • Health/Fitness  |
| • High Ticket buyers | • Housekeeping       | • Kitchen/Décor   | • Magazines       |
| • Outdoor/Gardening  | • Outdoor/Recreation | • Pet supplies    | • Photography     |

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography: ..... \$5/M
- Investment Type: ..... \$5/M
- Income: ..... \$5/M
- Net Worth: ..... \$5/M
- Age: ..... \$5/M
- Gender: ..... \$5/M
- Marital Status: ..... \$5/M
- Mail Order Buyer: ..... \$5/M
- Magazine Subscriber: ..... \$5/M
- Donor: ..... \$5/M
- Ethnicity: ..... \$5/M
- Religion: ..... \$5/M
- Book Buyer: ..... \$5/M
- Homeowner: ..... \$5/M
- Length of Residence: ..... \$5/M
- Presence of Children: ..... \$5/M
- Age of Child Present: ..... \$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.