

# Price Comparison Typical Race Requirements

## 8 K Voter Race

<u>Typical Product List</u>	<u>Package</u>	<u>Non-Package</u>	<u>Non-Package Barebones</u>
Package (includes mail file and walk list)	\$200	N/A	N/A
Mail file	included	\$225	
Walk list	included	\$180	\$180
<b>Totals:</b>	<b>\$200</b>	<b>\$405</b>	<b>\$180</b>

# 25 K Voter Race

<u>Typical Product List</u>	<u>Package</u>	<u>Non-Package</u>	<u>Non-Package Barebones</u>
Package (includes complete voter file,S summary demographics and two mail files)	\$300	N/A	N/A
Two(2) mail files (included in package)	included	\$450 two mail files at \$225/file	\$225 one mail file
Walk list (6 K voters) Q3+ voters	\$90	\$180	\$180
Phone Appends (30%)	\$225	\$225	
Phone lists Q3+ voters, householded (30% of 30%)=6K phones	\$90	\$180	
<b>Totals:</b>	<b>\$705</b>	<b>\$1,035</b>	<b>\$405</b>

# 65 K Voter Race

<u>Typical Race Requirements</u>	<u>Package</u>	<u>Non-Package</u>	<u>Non-Package Barebones</u>
Package (includes complete voter file, summary demographics and two mail files)	\$400	N/A	N/A
Four (4) mail files (two included with package)	\$250 two additional files at \$125/file	\$900 four mail files at \$225/file	\$225 one mail file
Walk list (6 K voters) Quality 3 plus voters, 4 precincts	\$90	\$180	\$180
Phone Appends (30% householded append)	\$440	\$440	
Phone lists			
Q3+ voters, householded (30% of 30%)=6K phones	\$90	\$180	
AB voters (minimum applies)	\$45	\$180	
<b>Totals:</b>	<b>\$1,315</b>	<b>\$1,880</b>	<b>\$405</b>

Telephone appends: 30% of all voters  
 Quality 3+ voters: 30% of all voters