

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
Totals:	\$200	\$405	\$180

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	
Totals:	\$705	\$1,035	\$405

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	
Totals:	\$1,315	\$1,880	\$405

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