

**LOBBYIST/LAWYERS EMAIL LIST (DC/Based)**  
**Performance-Based Pricing**  
**Opt-out Email List**  
 New Count: 5/1/2011

<u>List</u>	<u>Title</u>	<u>Counts</u>	<u>Cost/M</u>
#156	LOBBYIST/LAWYERS DC Opt-Out Email List	29,823+	\$.05/name
	LOBBYISTS Outside of DC	3,575+	

**DESCRIPTION:** Over 29,000 deliverable emails, registered lobbyists/DC based lawyers. This is not an opt-in list, but has been used a many times with good results. All remove requests have been fulfilled, resulting in fewer “removes” with each successive use.

**USAGE:** Perfect for political material, books, press release distribution, political/governmental newsletters/journals, and legal journals. This is an educated audience- high-end catalogs, books, public policy conferences should do well.

**SELECTS:** NA

**CAVEAT:** Broadcaster is compliant with the Can-Spam Act.

**UPDATES:** Continuously added to and cleaned.

**MINIMUM:** 10000 names/\$500.00

**MINIMUM:** NA.

**DISTRIBUTION:** Email is broadcast through a third party

**COSTS:**  
 \$.05/email sent.  
 \$.30/email opened.  
 \$1.00/click through to your website  
 \$1/name for mail list of person who visited your website.

**CONTENT:** Message content must be appropriate for audience. List owner approval required.

**PAYMENT:** Pre-payment required for first time users.

**Set-up fee:** \$75 flat  
**Suppression:** \$150 flat  
**Emailing:** \$60.00 flat

Commissionable to recognized brokers.

**POLITICAL RESOURCES, INC. - LIST MANAGEMENT DIVISION**

Information on this card is believed accurate but not guaranteed. Mailing results are not guaranteed. List rental is for one-time use only unless otherwise indicated.