



304 Indian Trace #315 Weston, Florida 33326

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Seniors Age 65+

TOTAL FILE: 39,575,686

BASE PRICE: \$90/M

17,346,970 Female

18,069,869 Males

4,168,847 (Gender unknown)

4,923,114 (with email and postal)

These senior citizens have filled out an array of direct postal surveys and online e-surveys within the last twelve months. 35% of all seniors we have reported an interest in holistic, Ayurvedic, and alternative medications. These are perfect candidates for vitamin offers, new pharmaceutical medications coming onto the market, medical accessories (bedding, wheel chairs, and mobile transportation assistance) and in home aids. Secondary usage: sweepstakes offers, discounts, coupons, cruise vacations, clothing offers, catalogs and magazines, book club offers. We now have email to 40% of all our postal records and 75% are retired.

SELECTIONS:

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive	
Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA'd bi-monthly, new names added monthly.