

ALLIANCE FOR RETIRED AMERICANS

210,537	TOTAL	DONORS	\$80/M
201,427	5+24MO	DONORS	\$85/M
192,464	10+24MO	DONORS	+\$ 8/M
140,859	5+12MO	DONORS	\$90/M
134,413	10+12MO	DONORS	+\$ 8/M
86,931	5+6MO	DONORS	\$95/M
83,028	10+6MO	DONORS	+\$ 8/M
49,803	5+3MO	DONORS	\$100/M
47,419	10+3MO	DONORS	+\$ 8/M

***** EXCHANGES AVAILABLE *****

6,559	JEWISH	\$+20/M
61,954	CATHOLIC	\$+20/M
175,769	PROTESTANT	\$+20/M

**** ENHANCED SELECTS AVAILABLE AT +\$15/M ****

194,914	CRAFT INTEREST
206,229	COOKING INTEREST
204,436	SPORTS INTEREST
196,671	COLLECTORS INTEREST
223,101	GARDENING INTEREST

*** INQUIRE FOR OTHER ENHANCED SELECTS ***

DESCRIPTION:

THESE DONORS TO ALLIANCE FOR RETIRED AMERICANS SUPPORT THE ALLIANCE'S WORK TO PROTECT RETIREMENT SECURITY. THEIR EFFORTS INCLUDE:

EXPOSING THE DRUG INDUSTRYS PRACTICE OF PRICE GOUGING AND BRINGING TO AN END SKYROCKETING DRUG PRICES.

BLOCKING PROPOSALS TO PRIVATIZE SOCIAL SECURITY.

EXCELLENT OFFER FOR SENIORS, POLITICAL AND PROGRESSIVE MAILERS

****NO EMAIL APPENDS PRE OR POST MERGE ALLOWED

**LAST UPDATE: 7/17

CALLRETIRE

-----DATE-----
JULY 2017

--AVG UNIT SALE---

-----GENDER-----
MALE= 110,136
FEMALE= 150,676

----SELECTIONS----

STATE	\$8/M
SCF	\$8/M
ZIP	\$8/M
GENDER	\$8/M
\$15+	\$10/M
\$25+	\$20/M
NON RECIP	\$20/M
RELIGIOUS	\$20/M
ENHANCED	\$15/M

----ADDRESSING----

EMAIL	\$60/F
FTP	\$60/F

----KEY CODING----

\$ 5.00/M

--MINIMUM ORDER---

5,000

----NET NAME-----

INQUIRE



**NEXT UPDATE: 10/17

SAMPLE MAILING
PIECE REQUIRED

SOURCE: DIRECT MAIL

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