

ALLIANCE FOR RETIRED AMERICANS

211,220	TOTAL	DONORS	\$80/M
201,848	5+24MO	DONORS	\$85/M
193,173	10+24MO	DONORS	+\$ 8/M
116,826	5+12MO	DONORS	\$90/M
104,787	10+12MO	DONORS	+\$ 8/M
69,497	5+6MO	DONORS	\$95/M
66,343	10+6MO	DONORS	+\$ 8/M
46,938	5+3MO	DONORS	\$100/M
44,664	10+3MO	DONORS	+\$ 8/M

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

3,253	JEWISH	+\$20/M
41,164	CATHOLIC	+\$20/M
119,439	PROTESTANT	+\$20/M

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

136,030	CRAFT INTEREST
145,123	COOKING INTEREST
139,572	SPORTS INTEREST
62,239	COLLECTORS INTEREST
151,502	GARDENING INTEREST
185,966	PET OWNER

*** INQUIRE FOR OTHER ENHANCED SELECT COUNTS ***

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

CALLRETIRES

-----DATE-----
APRIL 2018

--AVG UNIT SALE---

-----GENDER-----
MALE= 68,263
FEMALE= 105,390

----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
AGE \$15/M
INCOME \$15/M

----ADDRESSING----
EMAIL \$60/F
FTP \$60/F

----KEY CODING----
\$ 5.00/M

--MINIMUM ORDER---
5,000

----NET NAME-----
INQUIRE



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

**LAST UPDATE: 04/18

**NEXT UPDATE: 07/18

SOURCE: DIRECT MAIL

SAMPLE MAILING

PIECE REQUIRED

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