

InsuranceBase – Masterfile

606,638 Last 24 Month Responders \$85/M

DESCRIPTION

InsuranceBase is a list of seniors, age 50+ who responded to a direct mail promotion requesting information about insurance and financial-related products vital to them and their families. This file of mature consumers is selectable by type of insurance/financial product category, response date, income, gender and family position.

The selectable product categories are:

Annuities	36,202
Final Expense	216,036
Long Term Care	1,326
Medicare Advantage	5,531
Medicare Supplement	279,357
Mortgage Protection	34,087
Retirement Planning	1,610
Trusts	3,491
Veteran Assistance Programs	27,450
Wealth Transfer	2,578

This highly responsive audience is dedicated to enjoying their golden years while providing security and protection for their loved ones. Their concern for financial security infers a correlation to membership in senior advocacy groups such as AARP as well as a tendency to donate to fundraising causes related to health, animals, children and veterans. They are interested in independent living, comfort and mobility aids, senior discounts, prescription plans, medical supplies and travel offers.

CANCELLATION POLICY:

After Shipping & Before Mail Date: \$75/F plus \$10/M run charges, selects, output costs and/or shipping costs.

After Mail Date: Full amount of invoice is due.

Selections:

Age	\$10/M
Recency	\$10/M
Gender	\$5/M
Income	\$5/M
Dwelling Type	\$5/M
Ethnicity	\$5/M
Phone Numbers	\$20/M
SCF/State/Zip	\$5/M

Postal Addressing:

Key Coding	\$2/M
Email Delivery or FTP	\$35/F
Run Charges	\$10/M

Net Name Terms:

85% \$ 10/M with a 50,000 Minimum

Minimum Order :

5,000 names

Source :

100% Direct Response

Sample Mailing Piece Required. Access to 0 – 6 month hotlines may be restricted for competitive offers.

Contact :

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Counts thru 01.30.12