

Packer List

MANAGED LISTS

SENIORS FIGHTING FOR THEIR RIGHTS

These seniors have consistently stepped up to protect benefits they've earned in their lifetime. 100% direct mail generated, these seniors have donated their hard-earned money to make their voices heard. They are proud, patriotic and true-blooded Americans who are ideal candidates to respond to a wide range of offers, whether they're a charity, travel, catalog or political cause.

Quantity: 88,425

21,485	\$5+ 0-6 Months
43,059	\$5+ 0-12 Months
63,345	\$5+ 0-24 Months
20,902	\$10+ 0-6 Months
41,944	\$10+ 0-12 Months
61,303	\$10+ 0-24 Months

[Click to email for more information!](#)

File updates monthly. Data Card updated July 2017.

Minimum Order: 5,000

Cost: \$75/M
Email: \$50/F
FTP: \$50/F

Source: Direct Response

Unit of Sale: \$14.00
Female: 43%

Selection:

GEO: \$7/M
Recency: \$10/M
Dollar: \$10/M
Hotline: \$15/M

Managed By

Packer List, Inc. • 612 E. Capitol Street, NE • Washington, DC 20003
202-546-1889 • 202-546-1897 FAX • www.packerlist.com
Contact us at dpacker@packerlist.com for counts and clearance.

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Minimum Order: 5,000, \$85.00

- Sample mail piece required for clearance.
- Net name is allowed. Floor: 85%; minimum quantity: 15,000. Run charges are \$10/M.
- Exchange is not allowed.
- Inquire about reuse.
- Key coding is not available.
- 20% commission to brokers. 15% commission to agency.
- All mail dates must be cleared and honored.
- \$150 cancellation charge will be added to list owner running charges for canceled orders.
- Orders cancelled after the mail date require payment in full.

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