



# American Seniors Association

Even if you have used this list in previous acquisitions, you should consider retesting as we have a new and improved last active segment available! If you have used this list in the past, imagine the improved results.

“American Seniors Association is the fastest growing seniors' advocacy in the nation and an emerging conservative voice on the national issues that impact seniors.” (Taken from [www.americanseniors.org](http://www.americanseniors.org).)

The American Seniors Association (ASA) is nationally known as “the conservative alternative to the AARP.” Members receive discounts and assistance with medical plans, home and auto insurance, computers, credit cards, cruise and travel packages, and much more.

60,573	L12 mos. active members
60,680	L24 mos. active members
103,372	Entire file
	Charitable rate           \$75/M
	Political Issue           \$100/M

**FOR MORE INFORMATION CONTACT:**

Send list orders and clearances to: [listmanager@rmlc.net](mailto:listmanager@rmlc.net)  
Molly Rinaldi, Marketing Director ([mrinaldi@rmlc.net](mailto:mrinaldi@rmlc.net))  
RMLC (Robertson Mailing List Company)  
113 E. Market Street, Suite 300  
Leesburg, VA 20176  
[www.rmlc.net](http://www.rmlc.net)

★ ★ See page 2 for Usage ★ ★

**Datacard Updated:**

02.06.19

**NCOA'D Date:**

6.12.18

**Source:**

DIRECT MAIL & INTERNET

50% FEMALE

50% MALE

**Annual Membership:**

\$15.00

**Shipping:**

EMAIL: \$50/F

FTP: \$50/F

\*A Rush Fee of \$30/F may apply for orders received less than 24 hours due before delivery date.

**Minimum Order Policy:**

Invoice total must meet minimum of \$250.00

**Brokerage Commission: 20%**

**Restrictions:**

Sample Required. No competitive senior mailers.

**RMLC Cancellation Policy:**

Orders cancelled after mail date must be paid in full. Cancellations after running order and prior to mail date will incur a \$50.00 flat fee, shipping fees and \$10/M running charges.

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## **Last 12 Month Usage:**

Citizens Against Government  
Heritage Foundation  
Hillsdale College  
Institute for Humane Studies  
Judicial Watch  
Leadership Institute  
National Rifle Association

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