



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.)

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.

108,044	L12mos. active members	
109,574	L24 mos. active members	
	Charitable rate	\$75/M
	Political Issue	\$100/M

FOR MORE INFORMATION CONTACT:

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

★ ★ See page 2 for Usage ★ ★

Datacard Updated:

9.30.2020

NCOA'D Date:

07.01.19

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:

60 Plus Association
Heritage Foundation
Judicial Watch ©
Leadership Institute
St. Jude League
Young America's Foundation

© *Denotes continuation*

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