



Seniors with Traditional Values

This file is comprised of senior donors who support traditional family values, are pro-life, and want to preserve our Constitutional rights to our freedom of religion and speech. These well-read supporters are interested in current events and are not afraid to donate their money to various organizations.

These donors want to improve the quality of life for others; they feel so many are less fortunate than they are. These donors are highly responsive to direct mail appeals and contribute to a variety of offers, including veterans' assistance, charities benefiting children, humanitarian groups, and medical research. In addition, these seniors are excellent prospects for local community appeals and religious offers.

| | | |
|---------|----------------------|--------|
| 62,178 | \$5+ L12 mos. donors | \$80/M |
| 122,663 | \$5+ L18 mos. donors | \$75/M |
| 185,555 | \$5+ L24 mos. donors | \$70/M |

Rental Only File

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 St., Suite 300
Leesburg, VA 20176
www.rmlc.net

★ ★ See page 2 for Continuations ★ ★

Datacard Updated:

04.04.19

NCOA'D Date:

07.09.18

Source:

100% DIRECT MAIL

FILE NOT CAPPED

Average Gift:

\$27.76

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.

Selects:

SCF'S, STATE, GENDER \$5/M

ZIP FILE \$5/M

Minimum Order Policy:

Invoice total must meet minimum of \$300.00.

Brokerage Commission: 20%

Restrictions:

Sample Required. Charitable mailers only.

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. These terms apply to all orders, rental and/or exchange.

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Last 12 month Usage:

Billy Graham Evangelistic Association ©
Christian Appalachian Project ©
Custom Missions Program ©
Father Flanagans Boys Home ©
FL Sheriffs Youth Ranches ©
Foodbanks ©
Los Angeles Mission
Missouri Natl Veterans Memorial ©
Rescue Missions ©
RKD Foodbanks/Response World
Salvation Army ©
Sheriff's Association ©
United States Money Reserve ©

(©) Denotes Continuations

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