



# Seniors with Traditional Values

This file is comprised of senior donors who support traditional, family values, strong national defense, and decreased taxes. These well-read supporters are interested in current events and are not afraid to donate their money to various organizations.

They have proven they 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 catalogs, book clubs or subscriptions.

74,038	\$5+ L12 mos. donors	\$80/M
109,525	\$5+ L18 mos. donors	\$75/M
141,001	\$5+ L24 mos. donors	\$70/M
	Consumer rate	\$95/M

File updates Monthly.

**NCOA TWICE YEARLY & CASS CERTIFIED!**

20% Commission to recognized brokers

**FOR MORE INFORMATION**

Vickie L. Norman, V.P.,  
Molly Rinaldi and Tammy Evans, List Managers  
ROBERTSON MAILING LIST COMPANY  
44084 Riverside Parkway, Suite 350  
Lansdowne, VA 20176-6823  
Tel: 703.726.2822 Fax: 703.726.9882  
www.rmlc.net

COUNTS UPDATED:  
March 2008

SOURCE:  
100% DIRECT MAIL

AVERAGE GIFT:  
\$18.00

SHIPPING:  
EMAIL: \$35/F  
FTP: \$35/F  
CD-Rom, Diskette & Shipping: \$50.00/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

PLEASE SEND ZIP FILES TO:  
mrinaldi@rmlc.net

RESTRICTIONS:  
Sample Required. List Owner may require prepayment for candidates or PAC's.

MINIMUM ORDER POLICY:  
A minimum of 5000 names is required. Orders can be filled for less. \$10/M will be charged for the balance. The invoice must be a minimum of \$200 plus shipping.

CANCELLATION TERMS:  
Orders canceled 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.

★ ★ See page 2 for Continuations ★ ★

# Seniors with Traditional Values

## Last 12 month Continuations

Alice Lloyd College  
Alzheimer's Disease Research  
American Bible Society  
American Legion  
American Red Cross  
AMVET'S National Service Foundation  
Appalachia Service Project  
Berea College  
Bible League  
Coalition to Salute American Heroes  
Coral Ridge Ministries  
Covenant House  
Feed the Children  
FL Sheriff's Youth Ranches  
Foodbanks  
Goodwill Industries of Denver  
Hospice Educational Institute  
Macular Degeneration Research  
Marine Toys for Tots  
Mayo Clinic Health Letter  
Memorial Sloan Kettering Cancer Center  
Mercy Ships  
Mercy Ships  
Moody Bible Institute  
National Cancer Coalition  
National Cancer Institute  
National World War II Museum  
Paralyzed Veterans of America  
Rescue Missions  
Salvation Army  
Save Jerusalem  
United Services Organization  
Veterans of Foreign Wars

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