



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.

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.

76,291	\$5+ L12 mos. donors	\$80/M
102,284	\$5+ L18 mos. donors	\$75/M
131,341	\$5+ L24 mos. donors	\$70/M

FOR MORE INFORMATION

Vickie L. Norman, V.P.,
Molly Rinaldi, List Manager (mrinaldi@rmlc.net) 571-209-6321
RMLC (Robertson Mailing List Company)
44084 Riverside Parkway, Suite 350
Lansdowne, VA 20176-6823
Fax: 703.726.9882
www.rmlc.net

★ ★ See page 2 for Continuations ★ ★

Names Thru:

8.17.10

NCOA'D Date:

6.2.10

Source:

100% DIRECT MAIL

FILE NOT CAPPED

Average Gift:

\$27.76

Shipping:

EMAIL: \$50/F (Effective 9/09)

FTP: \$50/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

Minimum Order Policy:

Invoice total must meet minimum of \$250.00

Brokerage Commission: 20%

Restrictions:

Sample Required. Charitable mailers only.

RMLC Cancellation Policy:

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.

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Last 12 month Continuations

Alice Lloyd College
American Bible Society
American Legion
Appalachia Service Project
Blinded Veterans Association
Christian Appalachian Project
Feed the Children
FL Sheriff's Youth Ranches
Foodbanks
Macular Degeneration Research
Mayo Clinic Health Letter
Memorial Sloan Kettering Cancer Center
Open Doors with Brother Andrew
Paralyzed Veterans of America
Parkinson Research Foundation
Salvation Army
Save Jerusalem
Soldiers Angels
Wycliffe Bible Translators

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