

# InsuranceBase – Masterfile

463,703	Last 24 Month Responders	\$85/M
18,996	Last 1 Month Responders	+\$10/M
63,844	Last 3 Month Responders	+\$10/M
127,378	Last 6 Month Responders	+\$10/M
233,649	Last 12 Month Responders	+\$10/M

## DESCRIPTION

**InsuranceBase** is a list of seniors, age 50+ who responded to a direct mail promotion requesting information about insurance and financial-related products vital to them and their families. This file of mature consumers is selectable by type of insurance/financial product category, response date, income and gender.

The selectable product categories are:

Annuities	128,097
Final Expense	345,468
Long Term Care	2,533
Medicare Advantage	10,570
Medicare Supplement	910,318
Mortgage Protection	71,754
Retirement Planning	2,236
Trusts	4,728
Veteran Assistance Programs	37,466
Wealth Transfer	4,455

This highly responsive audience is dedicated to enjoying their golden years while providing security and protection for their loved ones. Their concern for financial security infers a correlation to membership in senior advocacy groups such as AARP as well as a tendency to donate to fundraising causes related to health, animals, children and veterans. They are interested in independent living, comfort and mobility aids, senior discounts, prescription plans, medical supplies and travel offers.

## CANCELLATION POLICY:

**After Shipping & Before Mail Date:** \$75/F plus \$10/M run charges, selects, output costs and/or shipping costs.

**After Mail Date:** Full amount of invoice is due.

## Selections:

Age	\$10/M
Recency	\$10/M
Gender	\$5/M
Income	\$5/M
SCF/State/Zip	\$5/M

## Postal Addressing:

Key Coding	\$2/M
Email Delivery or FTP	\$35/F
Run Charges	\$10/M

## Net Name Terms:

85% \$ 10/M with a 50,000 Minimum

## Minimum Order :

5,000 names

## Source :

100% Direct Response

Sample Mailing Piece Required. Access to 0 – 6 month hotlines may be restricted for competitive offers.

## Contact :

**Rick Becker**

**Phone: (469) 467-9100, Ext.404**

**E-Mail: rbecker@allmediainc.com**

Counts thru 10.31.15

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**USAGE:**

DE-AGE

Lincoln Heritage Life Insurance

S.A. Nichols Brokerage