Medicare Supplement Responders by InsuranceBase

360,087	**Last 24 Month Responders**	**$85/M**
15,605	**Last 1 Month Responders**	**+$10/M**
49,180	**Last 3 Month Responders**	**+$10/M**
96,940	**Last 6 Month Responders**	**+$10/M**
180,933	**Last 12 Month Responders**	**+$10/M**

DESCRIPTION

Medicare Supplement Responders by InsuranceBase is a list of seniors, age 50+ who responded to a direct mail promotion requesting information about Medicare Supplement insurance. This file of mature consumers is selectable by response date, income and gender.

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.

USAGE:

DE-AGE
Lincoln Heritage Life Insurance
S.A. Nichols Brokerage

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:
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Counts thru 10.31.15