

## Reach American Seniors



Reach US consumers age 55+. This file has email and postal available and is 100% opt-in.

### Segments

### Price

Email	\$80.00 /M
Postal	\$80.00 /M
Multi Channel (Email & Postal)	\$120.00 /M

### Description

The **American Seniors Email & Postal File** represents retired or those approaching retirement consumers 55+ age who are online users and have requested to receive information on various consumer offers related to their interests.

This file has email and postal available for your multi-channel marketing campaigns and is 100% opt-in.

Select individuals by geographic location including Zip, SCF, City, State, Region or Nationwide.

**Demographic information available includes:** Age, Gender, Income, Homeowners, Household Income, Lifestyle Interests and Marital Status.

**Suggested Usage:** Entertainment, Dining, Cruises, Gambling, Apparel, Credit Card Offers, Estate Planning, Financial Planning, Insurance, Magazine Subscriptions, Senior Living Communities and Retirement Villages, Telecommunications, Travel, Computer Instruction Courses, Shopping Discounts, Automobile Clubs, and more.

### Contact Us For More Information

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Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	180118
<b>Universe</b>	35,175,751
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	09/04/2004
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
ADDITIONAL CREATIVE	\$250.00 /F
EMAIL PERSONALIZATION	\$10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	\$25.00 /F
RUN CHARGE	\$10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES	\$300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES	\$500.00 /F

> **Targeted, Effective Results!**  
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