

## Reach Senior Spenders



The Senior Spenders file are US Residents age 55+ that have high discretionary income. 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 **Senior Spenders Email & Postal File** represents US Residents age 55+ that have a high discretionary income and have requested to receive information on various consumer offers.

Select individuals and households by geographic location including Zip Code, Zip Code Radius, SCF, City, County, State, Region or Nationwide.

Demographic information is also available including Age, Gender, Income, Marital Status.

This file has email and postal available and is 100% opt-in.

Suggested Usage: Apparel, Credit Card Offers, Insurance, Magazine Subscriptions, Travel offers, Restaurant Openings, Entertainment offers, and many more.

### Contact Us For More Information

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<b>ID Number</b>	189892
<b>Universe</b>	9,263,426
<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	07/03/2006
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
Mail Order Buyer	No charge
Marital Status	No charge
Monthly Hotline	No charge
Online Buyer	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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