

RETIRED PEOPLE

\$65/M
MIN. 5,000

#706-X0000-47-R
2005

4,850,371 Retired People at Home Address

A continuously revised file of individuals who list themselves as retired from their occupations. Many are eligible for Social Security benefits - others have all kinds of alternative sources of income, including IRA's, company retirement plans, dividends, interest, etc.

Clearly a very important market for most leisure type offers, as they now have more time on their hands than ever before.

Among their interests and concerns are travel, health and nutrition, investments, and insurance.

SELECTIONS - \$5/M ADDITIONAL

- ✓ Age
- ✓ Credit Card Holders - Bank vs Retail
- ✓ Homeowners
- ✓ Income Level



**Zip Sequence
4-up Cheshire**

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**P-S Labels - \$6/M
Mag Tape - \$25
Disk/Email/CD/FTP - \$50/L**

**State - \$2.50/M
SCF - \$2.50/M**

Keying - \$2/M

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PHONES - \$20/M

**SAMPLE MAIL
PIECE REQUIRED**

**NCOA QUARTERLY
ZIP+4 & CARRIER RT**

120,089	AL	77,568	KY	15,655	ND
5,555	AK	98,374	LA	344,006	OH
70,397	AZ	18,079	ME	78,679	OK
43,430	AR	42,723	MD	69,589	OR
316,938	CA	102,313	MA	220,584	PA
69,185	CO	161,398	MI	31,512	RI
22,321	CT	110,090	MN	81,406	SC
14,342	DE	55,045	MS	12,827	SD
3,434	DC	111,807	MO	76,457	TN
461,267	FL	25,452	MT	289,971	TX
127,765	GA	47,369	NE	39,289	UT
12,726	HI	8,383	NV	3,939	VT
25,856	ID	14,847	NH	143,218	VA
153,116	IL	63,933	NJ	132,916	WA
131,502	IN	39,693	NM	56,560	WV
97,869	IA	209,979	NY	123,422	WI
82,214	KS	127,159	NC	10,100	WY

★ ★ ★ *Celebrating Our 33rd Anniversary* ★ ★ ★



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You name the list — We list the names