



**#1 RESOURCE
FOR REACHING
SENIOR CITIZENS**

www.seniorsourcelist.com

 **SENIOR
SOURCE LIST**
an AmeriList company



THE PROVEN WAY TO

REACH

THE COUNTRY'S FASTEST GROWING
POPULATION SEGMENT

Start growing your business!
Get access to over
52 MILLION UNDUPLICATED
Senior Citizen households.

Your business is tailored to help a specific segment of the senior community. We're here to help you find them!

Join thousands of companies who depend on Senior Source List to provide them with direct mail, telemarketing, and email lists of senior citizens throughout the United States. Utilizing proprietary, individual and household level demographic data such as exact age, income, lifestyle & behavioral interests, we enable you to identify more responsive marketing prospects. Our professional list consultants are here to guide you through the process of finding more new customers.

Save time and money with Senior Source List by focusing your marketing budget on the audience for which your products and services were designed. Our comprehensive database marketing solutions simplify the process, allowing you to attract new clients quickly and effectively.

Our data has helped a wide range of industries, including:

Healthcare - insurance offers, hearing aid providers, eye care centers, pharmaceuticals

Finance - estate planning, reverse mortgages, life insurance

Housing - independent and assisted living facilities, nursing homes, retirement communities

Entertainment - travel, golf, RV dealers, wineries, sweepstakes, antiques, senior fitness clubs



Senior Mailing Telemarketing & Email Lists

Access over 52 million senior households within the U.S. and Canada from the most respected senior citizen database aggregator in the industry. Whether your marketing plan consists of direct mail, telemarketing, email or a combination of all three, Senior Source gives you the tools you need to maximize your ROI. Our database is compiled from a variety of trusted and well-documented public,

private, and proprietary sources, including research surveys, questionnaires, magazine subscriptions, membership groups, local, state, and federal public records, U.S. Census data, voter registration rosters, product warranty information, mail order purchases, real estate deed and title information, senior organizations, health-related sources, and the U.S. Postal Service.

Who do you want to reach?

Create a tailor-made list of your best marketing prospects. With over one-hundred demographic selections available within our database it's easy to pinpoint seniors in your targeted geography who are most likely to be interested in your product or service.

Customized Demographics

- | | | |
|----------------------|--------------------|-----------------------------------|
| » Heads of Household | » Net Worth | » Date of Birth |
| » Presence of Spouse | » Caregivers | » Medicare and Medicaid Interests |
| » Dwelling Type | » Pet Owners | » Grandparents |
| » Household Income | » Ailments | » Travelers |
| » Home Value | » Buying Behaviors | » Voters |
| » Exact Age | » Ethnicity | » Lifestyle Interests |
| » Charitable Donors | » Religion | » And Much More |



Direct Marketing Services

Our customized, targeted mailing lists are just the beginning. We also offer data processing, printing and mailing solutions to streamline your marketing efforts.

Data Processing

Our data processing solutions are designed to help improve the quality of your marketing lists. As an addition to providing the most responsive prospects, we provide strategic tools to ensure you stay connected to your existing customers.

These solutions include:

- » Address Verification & Update
- » Merge Purge & Data Suppression
- » Email & Telephone Data Append Do Not Call / Do Not Mail Processing

In addition, we provide data analytics and statistical modeling that will help you get better insight into who your buyers are.

Design, Printing & Mailing

Effortlessly get your promotional and marketing materials into the hands of prospective clients using our in-house graphic design, print, and lettershop solutions. Our printing and fulfillment division offers high quality, affordable and timely services, guaranteed to meet your deadline. We print a wide range of formats (including postcards, brochures, posters, catalogs, and business cards) and offer a variety of value-added printing services such as saddle stitching, foil stamping, embossing, and die cuts. No job is too large or too small.

Why Senior Source List?

Trusted For Over Two Decades

Simply because experience matters! Since 1989, we have provided the most accurate and responsive senior citizen data in the direct marketing industry. As the senior market continues to grow, organizations who target seniors and baby boomers trust us to help them attain a competitive advantage over their competition. Seniors locally and throughout the country are looking for products and services like yours. Our customized mailing lists and comprehensive marketing solutions make it easy for you to reach them.

Contact Us for a **FREE** Market Analysis

Ready to gain access to the country's most comprehensive list of senior citizens? Let's talk. Give us a call at **1.800.882.9930**, or email sales@seniorsourcelist.com. Our free market analysis will tell you how Senior Source List can help your business reach out to the people who already want and need your services.