

Long Term Care Mailing List

Total Universe: 10,026,781

Base Rate: \$65/M



Description Summary

There are millions of consumers who are actively looking for long-term care insurance. These highly responsive consumers are in the market for long-term insurance and are also eligible for a variety of offers. You may be surprised to know that not all of these consumers are AARP members. We have helped insurance agents and insurance providers get better prospects for their direct mail and telemarketing efforts for over a decade.

How Our Data Is Compiled

Our Long Term Care Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- 8.3 million Americans are protected by long-term care insurance
- Over 300,000 Americans will obtain long-term care insurance this year
- 54% of all long-term care insurance holders apply for this type of insurance during their late 50s and mid 60s

Recommended Usage

Our Long Term Care List is perfect for a variety of offers such as: Auto Loans, Beauty Products, Business Opportunities, Cable and Internet Services, Collectibles and Gifts, Credit Cards offers, Dating Services, Debt Consolidation, Continuing Education, Electronics, Entertainment, Fitness, Gambling, Home Business, Home Improvement, Insurance, Investments, Mortgages, Software, Tax Services, Travel, and Weight Loss.

Popular Selections (for additional selections please inquire)

Age
Gender

Ailment
Ethnicity

Homeowner
Income
Lifestyle

Market Type

U.S. Consumers

List Channels

Postal, Telemarketing, Email

Source

Compiled, Self-Reported

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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