



## RETIRED MILITARY MARKET

Base Rate \$95/M Universe 1,416,872 (rental only)  
 Non-Profit \$75/M (rental only)

Army Enlisted Retired	164,368
Army Enlisted Title III	21,937
Army Officers Retired	77,245
Army Widows	20,348
Air Force Enlisted N/G	67,946
Air Force Enlisted Retired	458,747
Air Force Enlisted Reserves	90,110
Air Force Officers N/G	10,206
Air Force Officers Retired	181,644
Air Force Officers Reserves	51,886
Air Force Officers Widows	389
Air Force Widows	8,040
Coast Guard	12,862
Marine Enlisted	3,211
Marine Officers	28,307
Navy Enlisted	131,918
Navy Officers Retired	57,004

### Description

Retired Armed Services personnel who are well educated and financially secure from retired pay received from the government. This is one of the largest and extensive names of retired Military Officer and Enlisted personnel on the market today.

### Cancellation Policy

Running charges @ 10.00/M plus a \$50.00 flat cancellation fee. Orders canceled after mail date require payment in full.

### Contact

**Michele Skalka** - [mskalka@dmgroup.com](mailto:mस्कalka@dmgroup.com)  
 All American List Corporation  
 8903 Presidential Parkway, Suite 201  
 Upper Marlboro, MD 20772  
 Phone: 301-420-5760 Fax: 301-420-5765  
<http://www.allamericanlist.com>

September '02

### SOURCE

Direct mail responders  
 Various Military Assoc.  
 Newspaper Advertisements  
 Publication Advertisements  
 Telemarketing

### ADDRESSING

E-Mail/FTP \$ 35/F  
 Disk/CD \$ 35/each  
 Mag Tape \$ 25/each  
 PS Labels \$10/M

### SELECTIONS

Branch of Service \$7/M  
 Rank \$7/M  
 Congressional Append \$10/M  
 Date Of Birth \$15/M  
 Gender \$10/M  
 Key Coding \$ 5/M  
 SCF/State/Zip \$ 6/M

### COMMISSION

Broker 20%  
 MINIMUM 5,000

Sample mail piece required.

### MAINTENANCE

CASS certified  
 NCOA  
 Updated quarterly



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 (301) 420-5760 Phone • (301) 420-5765 Fax  
[info@allamericanlist.com](mailto:info@allamericanlist.com) • [www.allamericanlist.com](http://www.allamericanlist.com)

