



DIRECT MARKETING & ONLINE INTERNET

2010 Schedule

Mailings	Close Date	Mail Dates
Jan. 2010	Nov. 20, 2009	Jan 8-30
Apr. 2010	Feb. 26, 2010	Apr 15-30
July 2010	May 21, 2010	July 1-23
Oct. 2010	Aug. 20, 2010	Oct. 1-25

Households counts, and mail dates are subject to change without notice.

Circulation

Markets	Counts	
	1X	Annual - 4X
Alabama	20,000	80,000
Arkansas	10,000	40,000
Arizona	35,000	140,000
California North	34,000	136,000
California South	60,000	240,000
Colorado	20,000	80,000
Connecticut	25,000	100,000
Florida	140,000	560,000
Georgia	35,000	140,000
Illinois	75,000	300,000
Indiana	30,000	120,000
Kansas	10,000	40,000
Kentucky	14,000	56,000
Massachusetts	20,000	80,000
Maryland	20,000	80,000
Michigan	36,000	144,000
Minnesota	21,000	84,000
Missouri	18,000	72,000
Mississippi	10,000	40,000
North Carolina	40,000	160,000
New Jersey	52,000	208,000
Nevada	18,000	72,000
New York North	35,000	140,000
New York South	70,000	280,000
Ohio	68,000	272,000
Oregon	15,000	60,000
Pennsylvania East	50,000	200,000
Pennsylvania West	36,000	144,000
South Carolina	20,000	80,000
Tennessee	22,000	88,000
Texas	52,000	208,000
Virginia	29,000	116,000
Washington	17,000	68,000
Wisconsin	37,000	148,000
MISC House Files	6,000	24,000
All Markets	1,200,000	4,800,000

Go60!

Go60! offers direct mail and online marketing to mail and Internet-responsive age-60+ consumers throughout the U.S. Go60 card deck advertisers are also featured online at Go60.us, where mail recipients and online age 60+ consumers may respond to the offers that appear in each mailing. Four annual mailings in January, April, July and October assure a continuous lead flow throughout the year. The 4.8 million annual card deck circulation includes the Go60 list of previous mail and Internet responders, proprietary response files from proven sources, and profiled compiled files.

Demographics

- Ages 64-82, income \$30K+
- 80% unduplicated households annually

National, State & Regional Rates

• Consult account executive

A/B & A/B/C/D Splits

- National segments only

Color

- 4-color process/blk: standard
- 4-color process/4-color process: \$500

Paper Stock

- Matte finish, coated two sides

Multiple Panel Offers

- Consult account executive

Pre-Printed Inserts

- Submit 10 samples to confirm rate and deck compatibility; 3% overrun required for spoilage

Samples & Overruns

- Advertisers receive three samples of each mailing
- Overruns: consult account executive

Design Services

- New Maturity Direct offers professional copywriting and design services

Payment Terms

- Standard: 50% due 30 days prior to first mail date; balance due 30 days following final mail date
- Prepayment: 2% discount for full payment 30 days prior to mail date

Cancellations

- Cancellations of signed orders not accepted after closing date.



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