#### 017/3917210/1214 17:32

## Image# 11930286430 FEC FORM 5

**REPORT OF INDEPENDENT EXPENDITURES MADE AND CONTRIBUTIONS RECEIVED** 

To Be Used by Persons (Other than Political Committees) including Qualified Nonprofit Corporations

1. (a) Name of Individual, Organization or Corporation	1
The 60 Plus Assocation, Inc.	
(b) Address (number and street)	-
515 King Street	
suite 315 (c) City, State and ZIP Code	
	3. FEC Identification Number
Alexandria VA 22314	<b>C</b> C90011685
2. Corporate filers only Is the filer a qualified nonprofit corporation? X Yes No	
Individual filers only Name of Employer	Occupation
4. TYPE OF REPORT (check appropriate boxes):	
(a) April 15 Quarterly Report 24-Hour Notice 48-Hour	Notice
July 15 Quarterly Report	
October Quarterly Report	
X January 31 Year-End Report	
(b) Is this Report an amendment? Yes $\Box$ No $\overline{X}$	
5. COVERING PERIOD: FROM 1.0 / 01 / 2010	
THROUGH	
6. TOTAL CONTRIBUTIONS	0.00
	100000 00
7. TOTAL INDEPENDENT EXPENDITURES	1060923.38
Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or request or suggestion of, a candidate or a candidate's agent or authorized committee or a political party committee or its agent. In addition, if reported herein were made by a corporation, I certify that the corporation is a qualified nonprofit corporation under the Commission's regulation	the independent expenditures
TYPE OR PRINT NAME OF PERSON COMPLETING FORM SIGNATURE	DATE
Amy Frederick	01/31/2011
NOTE: Submission of false, erroneous or incomplete information may subject the person signing this report	to the penalties of 2 U.S.C 437g.

For further information, contact:

Federal Election Commission, 999 E Street, N.W., Washington, D.C. 20463 Toll Free 800-424-9530, Local 202-694-1100

### Image# 11930286431 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

	FOR LI	NE 7 F	OR FC	RM 5
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Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 10 01 2010
Mailing Address 23640 E Beardsley Rd Suite 100	Amount
Suite 100       City     State     Zip Code	2182.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: GA
postage, print, production, design	House Senate District: 02
Name of Federal Candidate Supported or Opposed by Expenditure: SANFORD D JR. BISHOP	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought 2182.00	Other (specify)
Full Name (Last, First, Middle Initial) of Payee Direct Response LLC	Date
	1.0 / D D / Y Y Y Y 2.010
Mailing Address 23640 E Beardsley Rd	Amount
Suite 100       City     State       Zip Code	2736.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: OH
print, postage, production, design	House Senate District: 16
Name of Federal Candidate Supported or Opposed by Expenditure:	President
JOHN A BOCCIERI	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 2736.00	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	
Direct Response LLC	Date M M / D D / Y Y Y Y 1 0 01 / 2 0 1 0
Mailing Address 23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	1374.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: WI
print, postage, production, design	House Senate District: 03
Name of Federal Candidate Supported or Opposed by Expenditure: RON KIND	
	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 1374.00	Disbursement For: Primary X General 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	6292.00
(b) SUBTOTALof Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

### Image# 11930286432 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 1.0 01 2010
Mailing Address 23640 E Beardsley Rd Suite 100	Amount
Suite 100           City         State         Zip Code	1061.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: WI
print, production, postage, design	House Senate District: 08
Name of Federal Candidate Supported or Opposed by Expenditure: STEVEN L KAGEN	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 1061.00	Disbursement For: 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount 3912.00
City State Zip Code	
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: CA
print, postage, production, design	House
Name of Federal Candidate Supported or Opposed by Expenditure:	District: <u>11</u>
JERRY MCNERNEY	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 3912.00	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	
Direct Response LLC	Date
	<u> </u>
Mailing Address 23640 E Beardsley Rd	Amount
Suite 100       City     State       Zip Code	2283.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: IN
print, postage, production, design	House
Name of Federal Candidate Supported or Opposed by Expenditure: JOSEPH SIMON MR. DONNELLY	District: 02
	Check One: X Support Oppose
Calendar Year-To-Date Per Election 2283.00	Disbursement For: Primary X General
for Office Sought	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	7256.00
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures (carry total from last page forward to Line 7)	
(vany totan nonnast page torward to Line 7)	

### Image# 11930286433 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

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Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y
Mailing Address	$- 10^{\text{M}} 10^{\text{M}} / 10^{\text{D}} / 10^{\text{D}} / 10^{\text{M}} / 10^{$
23640 E Beardsley Rd	Amount
Suite 100	2292.00
CityStateZip CodePhoenixAZ85024	
Purpose of Expenditure Category/	Office Sought: X House State: IN
print, postage, production, design Type	House Senate District: 09
Name of Federal Candidate Supported or Opposed by Expenditure:	President
BARON PAUL HILL	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election	2010 — — —
for Office Sought	Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y
Mailing Address	
23640 E Beardsley Rd	Amount
Suite 100	5348.00
CityStateZip CodePhoenixAZ85024	
Purpose of Expenditure Category/	Office Sought: X House State: NM
print, postage, production, design Type	House Senate District: 01
Name of Federal Candidate Supported or Opposed by Expenditure:	President
MARTIN HEINRICH	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election 5348.00	2010
for Office Sought	Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y
Mailing Address	$\underbrace{\begin{array}{c} \begin{array}{c} M & M \\ 1 & 0 \end{array}}_{1 & 0} \begin{pmatrix} D & D \\ 1 & 2 \end{pmatrix} \begin{pmatrix} Y & Y & Y \\ 2 & 0 & 1 \\ 0 \end{pmatrix}$
23640 E Beardsley Rd	Amount
Suite 100	15271.81
CityStateZip CodePhoenixAZ85024	
Purpose of Expenditure Category/	Office Sought: X House State: AZ
print, postage,production,design Type	House Senate District: 08
Name of Federal Candidate Supported or Opposed by Expenditure:	President
GABRIELLE GIFFORDS	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election 15271.81	2010
for Office Sought	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	22911.81
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	
(carry total from last page forward to Line 7)	

#### Image# 11930286434 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y
Mailing Address		M M / D D / Y Y Y Y 1.0 12 / 2010
23640 E Beardsley Rd		Amount
Suite 100	State Zip Code	12261.38
City Phoenix	State Zip Code AZ 85024	
	AZ 03024	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
print, postage, production, design	Туре	House Senate District: 05
Name of Federal Candidate Supported or Opposed by	Expenditure:	President
HARRY E. MITCHELL		Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	12261.38	2010 —
		Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 12 2010
Mailing Address		
23640 E Beardsley Rd		Amount
Suite 100	State Zip Code	13456.53
Phoenix	AZ 85024	
Purpose of Expenditure		Office Sought: V House Out A7
	Category/ Type	
		House Senate District: 01
Name of Federal Candidate Supported or Opposed by ANN KIRKPATRICK	Expenditure:	President
		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	13456.53	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		
Direct Response LLC		Date
		$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$
Mailing Address		Amount
23640 E Beardsley Rd Suite 100		
City	State Zip Code	7422.49
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
print, postage, production, design	Туре	House
Name of Federal Candidate Supported or Opposed by	Expenditure:	District: 07
RAUL M GRIJALVA		Check One: Support X Oppose
Calendar Year-To-Date Per Election	7400.40	Disbursement For: Primary X General
for Office Sought	7422.49	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures		33140.40
(b) SUBTOTAL of Unitemized Independent Expenditure	98	
(c) TOTAL Independent Expenditures		
(carry total from last page forward to Line 7)		

### Image# 11930286435 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee			Date
Direct Response LLC			M M / D D / Y Y Y Y 10 12 2010
Mailing Address 23640 E Beardsley Rd Suite 100			10122010 Amount
City	State	Zip Code	2833.52
Phoenix	AZ	85024	
Purpose of Expenditure		Category/	Office Sought: X House State: WI
print, postage, production, design		Туре	House Senate District: 07
Name of Federal Candidate Supported or Opposed JULIE LASSA	by Expenditure		Check One: Support X Oppose
			Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought		2833.52	2010 Cther (specify)
Full Name (Last, First, Middle Initial) of Payee			Date
Direct Response LLC			M M / D D / Y Y Y Y 1.0 14 2010
Mailing Address 23640 E Beardsley Rd			Amount
Suite 100	01-11-	7'- 0 - 1-	5425.24
City Phoenix	State AZ	Zip Code 85024	
Purpose of Expenditure			Office Sought: X House State: IL
print, postage, production, design		Category/ Type	House Senate
Name of Federal Candidate Supported or Opposed	by Expenditure	:	President District: <u>14</u>
G. WILLIAM (BILL) FOSTER			Check One: X Support Oppose
Calendar Year-To-Date Per Election			Disbursement For: Primary X General
for Office Sought		5425.24	Other (specify)
Full Name (Last, First, Middle Initial) of Payee			Date
Direct Response LLC			M M / D D / Y Y Y Y
Mailing Address			
23640 E Beardsley Rd Suite 100			Amount
City Phoenix	State AZ	Zip Code 85024	6453.33
Purpose of Expenditure		Category/	Office Sought: X House State: CA
print, postage, production, design		Туре	House Senate District: 11
Name of Federal Candidate Supported or Opposed JERRY MCNERNEY	by Expenditure	:	Check One: Support X Oppose
			Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought		10365.33	2010
(a) SUBTOTAL of Itemized Independent Expenditur	es		14712.09
(b) SUBTOTAL of Uniternized Independent Expendi	tures		
(c) TOTAL Independent Expenditures			

### Image# 11930286436 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

FOR LINE 7 FOR FORM 5
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Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 1.0 15 2010
Mailing Address		
23640 E Beardsley Rd Suite 100		Amount 2859.21
City	State Zip Code	
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: CA
print, postage, production, design	Type	
		House Senate District: <u>18</u>
Name of Federal Candidate Supported or Oppose DENNIS CARDOZA	ed by Expenditure:	
DENNIS CARDOZA		Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election	2859.21	
for Office Sought		Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y
Mailing Address		<u>M M / D D / Y Y Y Y</u> 10 15 2010
Mailing Address 23640 E Beardsley Rd		Amount
Suite 100		6670.01
City	State Zip Code	
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: CO
print, postage, production, design	Туре	House Senate
Name of Federal Candidate Supported or Oppose	ad by Expenditure:	President District: 07
EDWIN G PERLMUTTER		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	6670.01	Other (specify)
Full Name (Last First Middle Initial) of Davies		
Full Name (Last, First, Middle Initial) of Payee Direct Response LLC		Date
		M M / D D / Y Y Y Y 10 / 15 / Y 2010
Mailing Address		
23640 E Beardsley Rd		Amount
Suite 100 City	State Zip Code	14953.32
Phoenix	AZ 85024	
Purpose of Expenditure		
	Category/	Office Sought: X House State: CT
print, production, postage, design	Туре	House Senate District: 05
Name of Federal Candidate Supported or Oppose	ed by Expenditure:	President
CHRISTOPHER MURPHY		Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election	14953.32	2010
for Office Sought		Other (specify)
(a) SUBTOTAL of Itemized Independent Expendir	tures	24482.54
(b) SUBTOTAL of Unitemized Independent Exper	nditures	
(c) TOTAL Independent Expenditures		<u> </u>
(carry total from last page forward to L		

### Image# 11930286437 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y 10 15 / 2010
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	14679.18
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: FL
print, postage, production, design Type	House Senate District: 22
Name of Federal Candidate Supported or Opposed by Expenditure: RON KLEIN	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought	2010
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 10 15 2010
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	12557.12
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: IL
print, production, postage, design Type	House Senate District: 17
Name of Federal Candidate Supported or Opposed by Expenditure:	President
PHILIP G HARE	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 12557.12	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	
Direct Response LLC	Date <u>M M / D D / Y Y Y Y</u> 10 15 2010
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount
CityStateZip CodePhoenixAZ85024	14471.66
Purpose of Expenditure Category/	Office Sought: X House State: MI
print, production, postage, design	House Senate
Name of Federal Candidate Supported or Opposed by Expenditure:	President District: 07
MARK HAMILTON SCHAUER	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought 14471.66	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	41707.96
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

### Image# 11930286438 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 10 15 2010
Mailing Address	Amount
23640 E Beardsley Rd Suite 100	
City State Zip Code	6759.31
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: MI
print, production, postage, design Type	House
Name of Federal Candidate Supported or Opposed by Expenditure:	President District: 09
GARY PETERS	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought 6759.31	2010
	Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y
Mailing Address	$\underbrace{\begin{array}{c} M & M \\ 1 & 0 \end{array}}_{M} \begin{pmatrix} D & D \\ 1 & 5 \\ D \end{pmatrix}} \begin{pmatrix} Y & Y & Y \\ Y & 2 & 0 & 1 \\ 0 \end{pmatrix}$
23640 E Beardsley Rd	Amount
Suite 100       City     State     Zip Code	4318.46
Phoenix AZ 85024	
Durnoss of Exponditure	Office Sought: V House On MO
Category/	State: MO
	House Senate District: 03
Name of Federal Candidate Supported or Opposed by Expenditure:	President
RUSS CARNAHAN	Check One: Support X Oppose
Oslandar Vacu Ta Data Day Elastica	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought 4318.46	2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 1.0 15 / 2010
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	10954.04
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: NH
print, postage, production, design Type	House Senate
	President District: 02
Name of Federal Candidate Supported or Opposed by Expenditure: ANN MCLANE KUSTER	
	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought 10954.04	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	22031.81
(b) SUBTOTALof Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	
(carry total from last page forward to Line 7)	

### Image# 11930286439 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

FOR LINE 7 FOR FORM 5

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 1.0 15 2010
Mailing Address 23640 E Beardsley Rd Suite 100		10152010 Amount
City State	Zip Code	12108.40
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: NV
print, postage, production, design	Туре	House State District: 03
Name of Federal Candidate Supported or Opposed by Expenditure DINA TITUS	9:	Check One: Support X Oppose
Oslandar Verr To Date Day Election		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	12108.40	2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 15 / 2010
Mailing Address		
23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	11655.29
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: NY
print, postage, production, design	Туре	House Senate District: 20
Name of Federal Candidate Supported or Opposed by Expenditure	9:	President
CHRISTOPHER MURPHY		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	11655.29	2010
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	11655.29
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: NY
print, postage, production, design	Туре	House
Name of Federal Candidate Supported or Opposed by Expenditure	9:	President District: 23
WILLIAM OWENS		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	11655.29	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures		35418.98
(b) SUBTOTAL of Unitemized Independent Expenditures		
(c) TOTAL Independent Expenditures		

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### Image# 11930286440 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 / 15 / 2010
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	5607.87
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: OH
print, production, postage, design	Туре	House Senate District: 16
Name of Federal Candidate Supported or Opposed by Expenditur JOHN A BOCCIERI	e:	Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	8343.87	2010 Constant Constan
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y
Mailing Address		<u>M M</u> / <u>D D</u> / <u>Y Y Y</u> Y 10 15 / <u>2010</u>
Mailing Address 23640 E Beardsley Rd		Amount
Suite 100		5856.39
City State	Zip Code	
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: OR
print, production, postage, design	Туре	House Senate
Name of Federal Candidate Supported or Opposed by Expenditur		President District: 05
KURT SCHRADER		Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	5856.39	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee		
Direct Response LLC		Date
Mailing Address		
23640 E Beardsley Rd Suite 100		Amount 7545.84
City State	Zip Code	/545.84
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: PA
print, production, postage, design	Type	House State
		President District: 08
Name of Federal Candidate Supported or Opposed by Expenditur PATRICK J MURPHY	e:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	7545.84	Disbursement For: Primary X General 2010 Other (specify)
		19010.10
(a) SUBTOTAL of Itemized Independent Expenditures		
(b) SUBTOTAL of Unitemized Independent Expenditures		
(a) TOTAL Independent Expenditures		
(c) TOTAL Independent Expenditures		

### Image# 11930286441 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		
Mailing Address 23640 E Beardsley Rd		10 15 2010 Amount
Suite 100 City State	Zip Code	8554.91
CityStatePhoenixAZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: PA
print, postage, production, design	Туре	House Senate District: 10
Name of Federal Candidate Supported or Opposed by Expenditure: CHRISTOPHER P CARNEY		Check One: X Support Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	8554.91	2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee Direct Response LLC		Date
		10 <sup>b</sup> 15 <sup>y</sup> 4010 <sup>y</sup>
Mailing Address 23640 E Beardsley Rd		Amount
Suite 100 City State	Zip Code	6578.51
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: PA
print, postage, production, design	Type	House State Listrict: 11
Name of Federal Candidate Supported or Opposed by Expenditure:		President
PAUL E. KANJORSKI		Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	6578.51	Disbursement For: 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		$ \underbrace{\begin{array}{c} \text{M} & \text{M} \\ 1.0 \end{array}}^{\text{D}} \underbrace{\begin{array}{c} \text{D} & \text{D} \\ 1.5 \end{array}}_{\text{T}} \underbrace{\begin{array}{c} \text{Y} & \text{Y} & \text{Y} \\ 2.0 & 1.0 \end{array}}_{\text{T}} \underbrace{\begin{array}{c} \text{Y} \\ 2.0 & 1.0 \end{array}}_{\text{T}} \underbrace{\begin{array}{c} \text{Y} \\ 1.0 \end{array}}_{\text{T}} \underbrace{\begin{array}{c} \text{Y} \end{array}}_{\text{Y}} \underbrace{\begin{array}{c} \text{Y} \end{array}}_{\text{T}} \underbrace{\begin{array}{c} \text{Y} \end{array}}_{\text{Y}} \underbrace{\begin{array}{Y} \end{array}}_{\text{Y}} \underbrace{\begin{array}{Y} \end{array}}_{\text{Y}} \underbrace{\begin{array}{Y} \end{array}}_{\text{Y}} \underbrace{\begin{array}{Y}$
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	4434.84
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: TX
print, postage, production, design	Туре	House Senate District: 23
Name of Federal Candidate Supported or Opposed by Expenditure: CIRO D. RODRIGUEZ		Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	4434.84	Disbursement For: 2010 Primary X General
(a) SUBTOTAL of Itemized Independent Expenditures		19568.26
(b) SUBTOTAL of Unitemized Independent Expenditures		•••••••••••••••••••••••••••••••••••••••
(c) TOTAL Independent Expenditures		

### Image# 11930286442 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	$\begin{array}{c c} \mathbf{M} & \mathbf{M} \\ 1 & 0 \end{array} \begin{pmatrix} \mathbf{D} & \mathbf{D} \\ 1 & 5 \end{array} \begin{pmatrix} \mathbf{Y} & \mathbf{Y} & \mathbf{Y} \\ 2 & 0 & 1 \\ 0 \end{array}$
Mailing Address 23640 E Beardsley Rd Suite 100	10152010 Amount
Suite 100       City     State     Zip Code	6233.00
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: WA
print, postage, production, design	House Senate District: 02
Name of Federal Candidate Supported or Opposed by Expenditure: RICHARD RAY LARSEN	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought 6233.00	Other (specify)
Full Name (Last, First, Middle Initial) of Payee Direct Response LLC	Date
	M M / D D / Y Y Y Y 10 15 2010
Mailing Address 23640 E Beardsley Rd	Amount
Suite 100	6122.10
CityStateZip CodePhoenixAZ85024	
Purpose of Expenditure	Office Sought: V House Out WA
print, postage, production, design	
	House Senate District: 09
Name of Federal Candidate Supported or Opposed by Expenditure: D ADAM SMITH	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought 6122.10	2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	$ \begin{array}{c} \begin{array}{c} \begin{array}{c} \begin{array}{c} \\ \end{array} \end{array} \end{array} \\ \begin{array}{c} \begin{array}{c} \\ \end{array} \end{array} \\ \begin{array}{c} \\ \end{array} \end{array} \\ \begin{array}{c} \\ \end{array} \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ \end{array} \\ \end{array} \\ \end{array} \\ \end{array} \\ \begin{array}{c} \\ \end{array} \\ $
Mailing Address 23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	11541.47
Phoenix AZ 85024	
Oalegory	Office Sought: X House State: WI
print, production, postage, design	House Senate District: 03
Name of Federal Candidate Supported or Opposed by Expenditure: RON KIND	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought 12915.47	Disbursement For: Primary X General 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	23896.57
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

### Image# 11930286443 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 15 2010
Mailing Address 23640 E Beardsley Rd		10 15 2010 Amount
Suite 100	State Zip Code	8269.79
City Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: WI
print, postage, production, design	Туре	House Senate District: 08
Name of Federal Candidate Supported or Opp STEVEN L KAGEN	osed by Expenditure:	Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	9330.79	2010 Cother (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		
Mailing Address		- 10'' 16'' 2010''
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City	State Zip Code	12739.38
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: CT
print, postage, production, design	Туре	House Senate
Name of Federal Candidate Supported or Opp	osed by Expenditure:	President District: 04
JIM HIMES		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	12739.38	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 16 2010
Mailing Address		Amount
23640 E Beardsley Rd Suite 100		
City	State Zip Code	641.82
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: GA
print, postage, production, design	Туре	House
Name of Federal Candidate Supported or Opp	osed by Expenditure:	District: 02
SANFORD D JR. BISHOP		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	2823.82	2010
(a) SUBTOTAL of Itemized Independent Expe	nditures	21650.99
(b) SUBTOTAL of Unitemized Independent Ex	penditures	
(c) TOTAL Independent Expenditures (carry total from last page forward t	o Line 7)	

### Image# 11930286444 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 16 2010
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	4797.18
Phoenix AZ	85024	
Purpose of Expenditure	ategory/	Dffice Sought: X House State MA
print, production, postage, design	Туре	House Senate
Name of Federal Candidate Supported or Opposed by Expenditure:		President District: 04
BARNEY FRANK	C	Check One: X Support Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	4797.18	2010
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 16 2010
Mailing Address		- 10'' 16'' 2010''
23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	5628.37
Phoenix AZ	85024	
Purpose of Expenditure	ategory/	Office Sought: X House State: NC
print, postage, production, design	Туре	House Senate
Name of Federal Candidate Supported or Opposed by Expenditure:		President District: 02
BOB ETHERIDGE	0	Check One: Support X Oppose
	D	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	5628.37	2010 Cohera Cohera
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		$ \begin{array}{c} 1 \\ 1 \\ 0 \end{array} $
Mailing Address 23640 E Beardsley Rd		Amount
Suite 100		11904.90
City State	Zip Code	
Phoenix AZ	85024	
	ategory/	Office Sought: X House State: VA
print, postage, production, design	Туре	House Senate District: <u>11</u>
Name of Federal Candidate Supported or Opposed by Expenditure:		President
GERRY CONNOLLY	0	Check One: Support X Oppose
	D	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	11904.90	Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures		22330.45
(b) SUBTOTALof Unitemized Independent Expenditures		
(c) TOTAL Independent Expenditures		

#### Image# 11930286445 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 1.0 19 2010
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City St	ate Zip Code	6606.32
Phoenix A	Z 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
postage, print, production, design	Туре	House Senate District: 07
Name of Federal Candidate Supported or Opposed by Expo RAUL M GRIJALVA	enditure:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	14028.81	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee	I	Date
Direct Response LLC		
Mailing Address		Amount
23640 E Beardsley Rd Suite 100		4077.26
City St Phoenix A	ate Zip Code Z 85024	
Purpose of Expenditure		Office Sought: V House On CA
print, postage, production, design	Category/ Type	House Senate
Name of Federal Candidate Supported or Opposed by Exp	enditure:	District: <u>47</u>
LORETTA SANCHEZ		Check One: X Support Oppose
Oslandar Verr To Date Day Election		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	4077.26	2010
Full Name (Last, First, Middle Initial) of Payee	I	Date
Direct Response LLC		$ \begin{array}{c} 1 \\ 1 \\ 0 \end{array} $
Mailing Address		Amount
23640 E Beardsley Rd Suite 100		7265.12
5	ate Zip Code	1203.12
Phoenix A	Z 85024	
Purpose of Expenditure print, postage, production, design	Category/	Office Sought: X House State: FL
	Туре	House Senate District: 02
Name of Federal Candidate Supported or Opposed by Expo F. ALLEN JR. BOYD	enditure:	Check One: Support X Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	7265.12	2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	·	17948.70
(b) SUBTOTAL of Unitemized Independent Expenditures		
(c) TOTAL Independent Expenditures		

#### Image# 11930286446 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 / 19 / 2010
Mailing Address		
23640 E Beardsley Rd Suite 100		Amount
City	State Zip Code	3798.74
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State IN
print, postage, production, design	Type	House Senate State: IN
Name of Federal Candidate Supported or Oppo		District: 02
JOSEPH SIMON MR. DONNELLY	sed by Experiance.	
Calendar Year-To-Date Per Election	0004 74	Disbursement For: Primary X General
for Office Sought	6081.74	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		
Mailing Address		<u>M M / D D / Y Y Y Y Y 10</u> 10 / 19 / 2010
23640 E Beardsley Rd		Amount
Suite 100	State Zip Code	7396.15
City Phoenix	AZ 85024	
Purpose of Expenditure		Office Sought: V House out MA
postage, production, print, design	Category/ Type	State: MA
		House Senate District: <u>10</u>
Name of Federal Candidate Supported or Oppor WILLIAM RICHARD KEATING	sed by Expenditure:	President
		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	7396.15	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		
Direct Response LLC		Date
Mailing Address 23640 E Beardsley Rd		Amount
Suite 100		12102.91
City Phoenix	State Zip Code AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: NY
	Туре	House Senate District: 25
Name of Federal Candidate Supported or Opport DANIEL BENJAMIN MR. MAFFEI	sed by Expenditure:	
DANIEL BENJAMIN MR. MAFFEI		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	12102.91	2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expendent	ditures	23297.80
(b) SUBTOTAL of Unitemized Independent Expo	enditures	
•••		
(c) TOTAL Independent Expenditures		
(carry total from last page forward to	Line /)	

### Image# 11930286447 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y
Mailing Address		<u>M M / D D / Y Y Y Y</u> 10 19 2010
23640 E Beardsley Rd		Amount
Suite 100		12594.81
City Phoenix	State Zip Code AZ 85024	
	AZ 05024	
Purpose of Expenditure	Category/	Office Sought: X House State: SC
print, postage, production, design	Туре	House Senate District: 05
Name of Federal Candidate Supported or Opp	posed by Expenditure:	President
JOHN MCKEE JR HON SPRATT		Check One: X Support Oppose
		Disbursement For: Primary X General
Calendar Year-To-Date Per Election	12594.81	2010
for Office Sought		Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y
Mailing Address		
23640 E Beardsley Rd		Amount
Suite 100 City	State Zip Code	15654.94
Phoenix	AZ 85024	
Purpose of Expenditure		Office Sought: V House Out W/
print, production, postage, design	Category/	State: <u>VI</u>
	Туре	House Senate District: 07
Name of Federal Candidate Supported or Opp JULIE LASSA	posed by Expenditure:	President
JULIE LASSA		Check One: Support X Oppose
Colordor Voor To Date Dar Floation		Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought	18488.46	2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 19 2010
Mailing Address		
23640 E Beardsley Rd Suite 100		Amount
City	State Zip Code	5719.87
Phoenix	AZ 85024	
Purpose of Expenditure	Category/	Office Sought: X House State: WV
print, production, postage, design	Type	
Name of Federal Candidate Supported or Opp		President District: 03
MICHAEL A. II OLIVERIO	bosed by Experiature.	
		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	5719.87	Other (specify)
(a) SUBTOTAL of Itemized Independent Expe	andituree	33969.62
(b) SUBTOTAL of Uniternized Independent Ex	penditures	
(c) TOTAL Independent Expenditures		
(carry total from last page forward		

# Image# 11930286448 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		M M / D D / Y Y Y Y 10 / 19 / 2010
Mailing Address 23640 E Beardsley Rd Suite 100		Amount
City State	Zip Code	4188.16
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: WV
print, postage, design, production	Туре	House Senate District: 03
Name of Federal Candidate Supported or Opposed by Expenditure NICK JOE II RAHALL	:	Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	9908.03	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Direct Response LLC		1,0 / D D / Y Y Y Y 2,1 2010
Mailing Address		Amount
23640 E Beardsley Rd Suite 100 City State	Zip Code	8730.95
City State Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: NM
print, postage, production, design	Туре	House Senate District: 01
Name of Federal Candidate Supported or Opposed by Expenditure	:	President
MARTIN HEINRICH		Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	14078.95	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee		
Direct Response LLC		Date 1.0 23 Y Y Y Y 2.010
Mailing Address 23640 E Beardsley Rd		Amount
City State	Zip Code	6990.26
Phoenix AZ	85024	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
postage, print, production, design	Туре	House
Name of Federal Candidate Supported or Opposed by Expenditure HARRY E. MITCHELL	:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought	19251.64	Disbursement For: 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures		19909.37
(b) SUBTOTAL of Unitemized Independent Expenditures		
(c) TOTAL Independent Expenditures		
· · · · · · · · · · · · · · · · · · ·		

### Image# 11930286449 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y 10 23 2010
Mailing Address 23640 E Beardsley Rd	Amount
Suite 100           City         State         Zip Code	2076.71
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: CA
print, production, postage, design	House Senate
Name of Federal Candidate Supported or Opposed by Expenditure:	President District: 20
JIM MR. COSTA	Check One: X Support Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought 2076.71	2010
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	
Mailing Address	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$
23640 E Beardsley Rd	Amount
Suite 100 City State Zip Code	11632.97
CityStateZip CodePhoenixAZ85024	
Purpose of Expenditure Category/	Office Sought: X House State: CO
print, postage, production, design Type	House Senate
Name of Federal Candidate Supported or Opposed by Expenditure:	President District: 03
JOHN TONY MR. SALAZAR	Check One: Support X Oppose
	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought 11632.97	2010
Full Name (Last, First, Middle Initial) of Payee	Date
Direct Response LLC	M M / D D / Y Y Y Y
Mailing Address	
23640 E Beardsley Rd Suite 100	Amount
City State Zip Code	11048.10
Phoenix AZ 85024	
Purpose of Expenditure Category/	Office Sought: X House State: NY
print, production, postage, design	House Senate District: <u>19</u>
Name of Federal Candidate Supported or Opposed by Expenditure:	President
JOHN JOSEPH HALL	Check One: Support X Oppose
Calendar Year-To-Date Per Election	Disbursement For: Primary X General
for Office Sought 11048.10	Other (specify)
	24757.78
(a) SUBTOTAL of Itemized Independent Expenditures	
(b) SUBTOTAL of Unitemized Independent Expenditures	
(c) TOTAL Independent Expenditures	

### Image# 11930286450 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee			Date
Direct Response LLC			M M / D D / Y Y Y Y 10 26 2010
Mailing Address 23640 E Beardsley Rd Suite 100			1.0 2.6 2.0.1.0 Amount
City Phoenix	State AZ	Zip Code 85024	10644.77
Purpose of Expenditure		Category/	Office Sought: X House State: AZ
postage, print, production, design		Туре	House Senate District: 01
Name of Federal Candidate Supported or Oppose ANN KIRKPATRICK	ed by Expenditure	:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		24101.30	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee			
Direct Response LLC			$ \begin{array}{c} \begin{array}{c} M & M \\ 1 & 0 \end{array} \\ \end{array} $
Mailing Address 23640 E Beardsley Rd Suite 100			Amount
City	State	Zip Code	10472.38
Phoenix	AZ	85024	
Purpose of Expenditure		Category/	Office Sought: X House State: AZ
postage, print, production, design		Туре	House Senate District: 08
Name of Federal Candidate Supported or Oppose	ed by Expenditure	:	President
GABRIELLE GIFFORDS			Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		208616.19	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee			
Mentzer Media Services Inc.			Date M M / D D / Y Y Y Y 1.0 12 2010
Mailing Address 600 Fairmont Ave Suite 306			Amount
City Towson	State MD	Zip Code 21286	118092.00
Purpose of Expenditure		Category/	Office Sought: X House State: AZ
tv/media placement		Туре	House
Name of Federal Candidate Supported or Oppose GABRIELLE GIFFORDS	ed by Expenditure	:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		133363.81	Disbursement For: Primary X General 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expendi	tures		139209.15
(b) SUBTOTAL of Uniternized Independent Exper			
(c) TOTAL Independent Expenditures (carry total from last page forward to L			

### Image# 11930286451 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

FOR LINE	7	FOR	FORM 5	

Full Name (Last, First, Middle Initial) of Payee		Date
Mentzer Media Services Inc.		M M / D D / Y Y Y Y 10 22 2010
Mailing Address 600 Fairmont Ave		10222010
Suite 306		5575.00
City State	Zip Code	3373.00
Towson MD	21286	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
tv/media production	Туре	House Senate District: 08
Name of Federal Candidate Supported or Opposed by Expenditur GABRIELLE GIFFORDS	e:	
GABRIELLE GIFFORDS		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	138938.81	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Mentzer Media Services Inc.		M M / D D / Y Y Y Y 1.0 22 22 2010
Mailing Address		<u>10</u> 222010 Amount
600 Fairmont Ave Suite 306		5575.00
City State	Zip Code	5575.00
Towson MD	21286	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
tv/media production	Туре	House Senate District: 07
Name of Federal Candidate Supported or Opposed by Expenditur RAUL M GRIJALVA	e:	
		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	19603.81	Other (specify)
Full Name (Last, First, Middle Initial) of Payee		Date
Mentzer Media Services Inc.		
Mailing Address		
600 Fairmont Ave Suite 306		Amount
City State	Zip Code	59205.00
Towson MD	21286	
Purpose of Expenditure	Category/	Office Sought: X House State: AZ
tv/media placement	Туре	
Name of Federal Candidate Supported or Opposed by Expenditur	e:	President District: 08
GABRIELLE GIFFORDS		Check One: Support X Oppose
Calendar Year-To-Date Per Election		Disbursement For: Primary X General
for Office Sought	198143.81	2010 Cther (specify)
		70255.00
(a) SUBTOTAL of Itemized Independent Expenditures		70355.00
(b) SUBTOTAL of Unitemized Independent Expenditures		
(c) TOTAL Independent Expenditures		

### Image# 11930286452 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee				Date
Mentzer Media Services Inc.				M M / D D / Y Y Y Y
Mailing Address 600 Fairmont Ave				M         M         /         D         D         /         Y
Suite 306 City	State	Zip Code		59205.00
Towson	MD	21286		
Purpose of Expenditure		Category/		Office Sought: X House State: AZ
tv/media placement		Туре		House Senate District: 07
Name of Federal Candidate Supported or Opposed by E RAUL M GRIJALVA	Expenditure:			Check One: Support X Oppose
Colondar Voor To Date Day Floation			_	Disbursement For: Primary X General
Calendar Year-To-Date Per Election for Office Sought		78808.81		2010 2010
Full Name (Last, First, Middle Initial) of Payee Mentzer Media Services Inc.				Date
				$\begin{array}{c c} \mathbf{M} & \mathbf{M} \\ 1 & 0 \end{array} / \begin{array}{c} \mathbf{D} & \mathbf{D} \\ 2 & 2 \end{array} / \begin{array}{c} \mathbf{Y} & \mathbf{Y} & \mathbf{Y} \\ 2 & 0 & 1 & 0 \end{array}$
Mailing Address 600 Fairmont Ave Suite 306				Amount
City	State	Zip Code		10100.00
Towson	MD	21286		
Purpose of Expenditure		Category/		Office Sought: X House State: TX
tv/media production		Туре		House Senate
Name of Federal Candidate Supported or Opposed by E	Expenditure:	<b>I</b>		President District: 27
SOLOMON P ORTIZ	•			Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		10100.00		Disbursement For: 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee			I	Date
Mentzer Media Services Inc.				$\begin{array}{c c} & & & \\ & & & & \\ & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & &$
Mailing Address 600 Fairmont Ave				Amount
Suite 306 City	State	Zip Code		146160.00
Towson	MD	21286		
Purpose of Expenditure		Category/		Office Sought: X House State: TX
tv/media production		Туре		House Senate District: 27
Name of Federal Candidate Supported or Opposed by E SOLOMON P ORTIZ	Expenditure:	•		Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		156260.00		Disbursement For: 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures				215465.00
(b) SUBTOTAL of Uniternized Independent Expenditure	S			
(c) TOTAL Independent Expenditures				

### Image# 11930286453 SCHEDULE 5-E ITEMIZED INDEPENDENT EXPENDITURES

NAME OF FILER (In Full)

The 60 Plus Assocation, Inc.

Full Name (Last, First, Middle Initial) of Payee			Date
Mentzer Media Services Inc.			M M / D D / Y Y Y Y 10 25 2010
Mailing Address 600 Fairmont Ave Suite 306			1.0 2.5 2.0.1.0 Amount
City Towson	State MD	Zip Code 21286	92875.00
Purpose of Expenditure		Cotogory	Office Sought: X House State MN
tv/media placement		Category/ Type	House State: VIIV House Senate District: 08
Name of Federal Candidate Supported or Oppos JAMES L OBERSTAR	ed by Expenditure	c.	Check One: X Support Oppose
Calendar Year-To-Date Per Election for Office Sought		92875.00	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee			Date
Mentzer Media Services Inc. Mailing Address			M M / D D / Y Y Y Y 10 26 2010
600 Fairmont Ave Suite 306			Amount 10700.00
City Towson	State MD	Zip Code 21286	
Purpose of Expenditure		Category/	Office Sought: X House State: MN
tv/media placement		Туре	House Senate District: 08
Name of Federal Candidate Supported or Oppos JAMES L OBERSTAR	ed by Expenditure		Check One: X Support Oppose
Calendar Year-To-Date Per Election for Office Sought	0 0 0 0	103575.00	Disbursement For: Primary X General 2010 Other (specify)
Full Name (Last, First, Middle Initial) of Payee Mentzer Media Services Inc.			Date
Mailing Address 600 Fairmont Ave Suite 306			10282010 Amount
City Towson	State MD	Zip Code 21286	98026.00
Purpose of Expenditure tv/media placement		Category/ Type	Office Sought: X House State: NY House Senate
Name of Federal Candidate Supported or Oppos TIMOTHY BISHOP	ed by Expenditure	:	Check One: Support X Oppose
Calendar Year-To-Date Per Election for Office Sought		98026.00	Disbursement For: Primary X General 2010 Other (specify)
(a) SUBTOTAL of Itemized Independent Expendi	itures		201601.00
(b) SUBTOTAL of Unitemized Independent Expe	nditures		
(c) TOTAL Independent Expenditures			1060923.38