



<p><b><u>SEGMENTS</u></b></p> <table> <tr> <td>33,200,653</td> <td>Total Universe /Universe Rate</td> <td>\$75.00/M</td> </tr> <tr> <td>38,750</td> <td>1 Week New Mover Hotline - Insurance Renewals by</td> <td></td> </tr> <tr> <td>Date \$90.00/M</td> <td></td> <td></td> </tr> <tr> <td>155,000</td> <td>30 Day New Mover Hotline - Insurance Renewals by</td> <td></td> </tr> <tr> <td>Date \$85.00/M</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Fundraisers / Non Profit</td> <td>\$65.00/M</td> </tr> <tr> <td></td> <td>Over 100 other selects - INQUIRE</td> <td>+</td> </tr> <tr> <td></td> <td>Email address - 3rd Party Append</td> <td>+ \$25.00/M</td> </tr> <tr> <td></td> <td>Facebook Match - Base Rate \$25/M</td> <td>+ \$7.00/M</td> </tr> </table> <p><b><u>DESCRIPTION</u></b></p> <p>The GrayHair New Mover and COA Masterlist file is ahead of most other new mover files. They offer old and new address with weekly hotlines and are fully enhanced with Transactional Purchase Data, Donors, Political Affiliation, Mail Order Buyers, Household Demographics, Household Characteristics, Ethnicity and Lifestyle Interest.</p> <p>Marketers can reach specifically those individuals and/or households at a pivotal time of moving. Moving requires the establishment of new services such as cable, phone, banking, gyms, pet groomers, schools, doctors, insurance and more. In addition, moving means lots of shopping, both for the home and the homeowner. Selects can be based on the consumers original location compared to their new location to determine a short or long distance move. Number of generations in the house and number of children are selectable as well. The file is well enhanced with robust transactional data to help further define a targeted prospect by purchase activity.</p> <p>This list has been on the market for over 10 years and has a proven track record across multiple industry sectors. They make great candidates for Home Furnishings &amp; Decor, Household Services, Non-Profit, Fundraising, Utilities, Communications, Medical, Food Service, Delivery Service, Retailers and much more.</p>		33,200,653	Total Universe /Universe Rate	\$75.00/M	38,750	1 Week New Mover Hotline - Insurance Renewals by		Date \$90.00/M			155,000	30 Day New Mover Hotline - Insurance Renewals by		Date \$85.00/M				Fundraisers / Non Profit	\$65.00/M		Over 100 other selects - INQUIRE	+		Email address - 3rd Party Append	+ \$25.00/M		Facebook Match - Base Rate \$25/M	+ \$7.00/M	<p><b><u>DATE</u></b></p> <table> <tr> <td>UPDATED</td> <td>06/01/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>07/29/2021</td> </tr> </table> <p><b><u>GENDER</u></b></p> <p>45% MALE 45% FEMALE</p> <p><b><u>SOURCE</u></b></p> <p>Compiled lists, Multi Sourced</p> <p><b><u>ADDITIONAL CHARGES</u></b></p> <table> <tr> <td>Renewals By Date Range</td> <td>\$10.00/M</td> </tr> <tr> <td>Out of State Move</td> <td>\$8.00/M</td> </tr> <tr> <td>Long Distance Move</td> <td></td> </tr> <tr> <td>Donors by Cause</td> <td>\$10.00/M</td> </tr> <tr> <td>Political Affiliation</td> <td></td> </tr> <tr> <td>Individual vs Family Move</td> <td>\$8.00/M</td> </tr> <tr> <td>Homeowner / Renter</td> <td></td> </tr> <tr> <td>Lifestyle Interests / Hobbies</td> <td></td> </tr> <tr> <td>Ethnicity</td> <td></td> </tr> <tr> <td>Date of Birth</td> <td>\$10.00/M</td> </tr> <tr> <td>Young Adults (ages 18-24)</td> <td></td> </tr> <tr> <td>Millennials (ages 25-40)</td> <td></td> </tr> <tr> <td>Estimated Age</td> <td></td> </tr> <tr> <td>Credit Card by Type</td> <td>\$10.00/M</td> </tr> <tr> <td>Modelled Credit Score Ranking</td> <td>\$15.00/M</td> </tr> <tr> <td>Home Market Value</td> <td>\$15.00/M</td> </tr> <tr> <td>Income</td> <td>\$8.00/M</td> </tr> <tr> <td>Gender</td> <td>\$8.00/M</td> </tr> <tr> <td>Education Level</td> <td>\$10.00/M</td> </tr> <tr> <td>Mail Order Buyer</td> <td>\$10.00/M</td> </tr> <tr> <td>Marital Status</td> <td>\$8.00/M</td> </tr> <tr> <td>Occupation</td> <td>\$10.00/M</td> </tr> <tr> <td>Net Worth</td> <td>\$8.00/M</td> </tr> </table> <p><b><u>ADDRESSING</u></b></p> <p><b><u>MINIMUM ORDER</u></b></p> <p>7,500 \$550.00 MINIMUM PAYMENT</p> <p><b><u>SPECIAL INSTRUCTIONS</u></b></p> <p>List rental agreement and one sample required.</p> <p><b><u>EXCHANGES</u></b></p> <p>Exchange is not allowed</p> <p><b><u>REUSE</u></b></p> <p>Reuse is not allowed</p> <p><b><u>NET NAME ARRANGEMENTS</u></b></p> <table> <tr> <td>Net Name is allowed</td> <td>85%</td> </tr> <tr> <td>Min Qty</td> <td>50,000</td> </tr> <tr> <td>Run Charges</td> <td>\$8.00/M</td> </tr> </table>		UPDATED	06/01/2021	CONFIRMED	07/29/2021	Renewals By Date Range	\$10.00/M	Out of State Move	\$8.00/M	Long Distance Move		Donors by Cause	\$10.00/M	Political Affiliation		Individual vs Family Move	\$8.00/M	Homeowner / Renter		Lifestyle Interests / Hobbies		Ethnicity		Date of Birth	\$10.00/M	Young Adults (ages 18-24)		Millennials (ages 25-40)		Estimated Age		Credit Card by Type	\$10.00/M	Modelled Credit Score Ranking	\$15.00/M	Home Market Value	\$15.00/M	Income	\$8.00/M	Gender	\$8.00/M	Education Level	\$10.00/M	Mail Order Buyer	\$10.00/M	Marital Status	\$8.00/M	Occupation	\$10.00/M	Net Worth	\$8.00/M	Net Name is allowed	85%	Min Qty	50,000	Run Charges	\$8.00/M
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For More information or ordering contact our Sales Representative:  
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 lellis@marketapproach.net