



<u>SEGMENTS</u>		<u>DATE</u>	
33,200,653	Total Universe /Universe Rate	\$75.00/M	UPDATED 07/30/2021
689,500	1 Week New Mover Hotline	\$90.00/M	CONFIRMED 08/02/2021
2,720,000	30 Day New Mover Hotline	\$85.00/M	
	Fundraisers / Non Profit	\$65.00/M	
	30 Day New Mover Hotline - Out of State Move		
	30 Day New Mover Hotline - Donors	+ \$10.00/M	
	30 Day New Mover Hotline - Political Affiliation	+	
	30 Day New Mover Hotline - Homeowners or Renters		
	+		
	30 Day New Mover Hotline - Lifestyle Composite	+	
	30 Day New Mover Hotline - Lifestyle / Hobbies /		
Interests	+		
	Over 100 other selects - INQUIRE	+	
	Email address - 3rd Party Append	+ \$25.00/M	
	Facebook Match - Base Rate \$25/M	+ \$7.00/M	
<u>DESCRIPTION</u>		<u>ADDITIONAL CHARGES</u>	
Reach over 750,000 weekly new movers with the GrayHair New Movers & COA Masterfile. This uniquely sourced file provides weekly hotlines of consumers and businesses who have moved from one address to another. GrayHair manages data solutions and is a leading provider of change of address services for direct marketing companies.		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
		<u>ADDRESSING</u>	
		<u>MINIMUM ORDER</u>	
		7,500	
		\$550.00 MINIMUM PAYMENT	
		<u>SPECIAL INSTRUCTIONS</u>	
		List rental agreement and one sample required.	
		<u>EXCHANGES</u>	
		Exchange is not allowed	
		<u>REUSE</u>	
		Reuse is not allowed	
		<u>NET NAME ARRANGEMENTS</u>	
		Net Name is allowed	85%
		Min Qty	50,000
		Run Charges	\$8.00/M

For More information or ordering contact our Sales Representative:
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