

| <u>SEGMENTS</u> | | | <u>DATE</u> | |
|---|-------------------------------|-------------|---|------------|
| 1,300,000 | Total Universe /Universe Rate | \$80.00/M | UPDATED | 03/19/2021 |
| 250,000 | 1 Week New Mover Hotline | + \$30.00/M | CONFIRMED | 05/07/2021 |
| | 30 Day New Mover Hotline | + \$15.00/M | <u>GENDER</u> | |
| | 90 Day New Mover Hotline | + \$10.00/M | 45% MALE 45% FEMALE | |
| | 6 Month New Mover Hotline | + \$5.00/M | <u>SOURCE</u> | |
| <u>DESCRIPTION</u> | | | Multi Sourced, Compiled lists, Directories, Government records, Masterfile enhanced | |
| 1.3MM new mover records available per month, updated weekly! Consumers on the move to a new location, new surroundings, making new friends, new schools and favorite shopping places. These New Movers are ideal to market your products and services to. | | | <u>ADDITIONAL CHARGES</u> | |
| | | | Household Move Date | \$15.00/M |
| | | | Distance of Move | \$5.00/M |
| | | | New Homeowner | \$10.00/M |
| | | | Home Value in thousands | \$20.00/M |
| | | | HH Income | \$5.00/M |
| | | | Age Indicator | \$3.50/M |
| | | | Dwelling Type | \$2.50/M |
| | | | Homeowner/Renter Code | \$7.50/M |
| | | | Telephone | \$20.00/M |
| | | | Number of Adults | \$2.50/M |
| | | | Number of Children | \$2.50/M |
| | | | Marital Status | \$2.50/M |
| | | | Two Year Age Band | \$10.00/M |
| | | | Radius Zip/Zip+4+CR Codes | \$10.00/M |
| | | | Radius Rooftops | \$10.00/M |
| | | | Ethnic Code | \$10.00/M |
| | | | Mail Buyer | \$10.00/M |
| | | | Religion | \$10.00/M |
| | | | Minority | \$10.00/M |
| | | | Language Code | \$10.00/M |
| | | | 1 Week Hotline | \$30.00/M |
| | | | 30 Day Hotline | \$15.00/M |
| | | | 3 Month Hotline | \$10.00/M |
| | | | 6 Month Hotline | \$5.00/M |
| | | | Date of Birth | \$2.50/M |
| | | | Presence of Children | \$15.00/M |
| | | | Presence of Credit Card | \$20.00/M |
| | | | <u>ADDRESSING</u> | |
| | | | <u>MINIMUM ORDER</u> | |
| | | | 5,000 | |
| | | | <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:

Laura Ellis

254-857-1109

lellis@marketapproach.net