

**Bankrupt New Movers by GrayHair Direct**

Bankrupt New Movers by GrayHair Direct offers financially stressed new movers. Through an overlay process we've identified households that have filed for bankruptcy. A proprietary model applied to the file provides identified individuals having credit issues. GrayHair Direct manages data solutions and provides address management services for major firms. Weekly hotlines available.

**SEGMENTS**

1,255,754	Total Universe / Universe Rate	\$85.00/M
141,076	1 Mos. Credit Stressed New Movers	\$105.00/M
367,616	3 Mos. Credit Stressed New Movers	\$100.00/M
1,255,754	12 Mos. Credit Stressed New Movers	\$95.00/M
55,090	1 Mos. Bankrupt New Movers	\$95.00/M
100,637	3 Mos. Bankrupt New Movers	\$90.00/M
505,132	12 Mos. Bankrupt New Movers	\$85.00/M
	At Email Address 25M Min	+ \$25.00/M
	Facebook Ad! Inquire	+ \$25.00/M

**DESCRIPTION**

**Bankrupt New Movers by GrayHair Direct** offers financially stressed new movers. Through an overlay process we've identified households that have filed for bankruptcy. A proprietary model applied to the file provides identified individuals having credit issues. GrayHair Direct manages data solutions and provides address management services for major firms. Weekly hotlines available.

Marketers can reach specifically those individuals with poor credit that has been derived from a financial based proprietary model and identified bankrupt or just those who filed bankruptcy. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for secured credit card offers, deferred billing offers, sweepstakes, financial and debt management services and more.

**Special Selects Available:** Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more!  
Inquire

**Weekly hotline available!**

**NOW Available at EMAIL ADDRESS**

**ID NUMBERS**

Manager ID	
NextMark ID	362921
mIn ID	362921
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Compiled lists, Multi Sourced, Direct mail sold, Masterfile enhanced

**GEOGRAPHY**

USA

**OPT-IN****MAINTENANCE**

Market Entry	11/15/2012
New to Manager	10/18/2011
Counts Through	06/30/2016

**DATA CARD MAINTENANCE**

New To System	11/13/2012
"New to System"	11/16/2012
Announcement	
Last Update	07/18/2016
Next Update	08/05/2016
Update Frequency	MONTHLY

SELECTS	
Renter	\$10.00/M
Credit Card Type	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Political Affiliation	\$10.00/M
Income Select	\$10.00/M
Birth Month/Year	\$10.00/M
Credit Scoring	\$15.00/M
Mortgage Holder	\$10.00/M
Home Value	\$10.00/M
Donor by Category Cause	\$10.00/M
Subscribers by Category	\$10.00/M
Product Purchase Category	\$10.00/M
Adult Age	\$10.00/M
HH Income	\$10.00/M
Individual Income	\$10.00/M
Marital Status	\$10.00/M
Home ownership vs Renters	
Net Worth	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from Product Category	\$10.00/M
Home Furnishings	\$10.00/M
Gardening	\$10.00/M
Home Improvements weekly hotline	\$10.00/M

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	44%
Female	41%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
Minimum Quantity	3,000
Run Charge	

CANCELLATION	
Charges	\$100.00/F

**CANCELLATION INSTRUCTIONS**  
 Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.

KEY CODING	
<b>Key Coding is available</b>	
Charges	\$3.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece Required for Approval.  
 Prepayment on first time orders. Low Nets Available for Large Volume Mailers.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact