

Business Movers by GrayHair Direct



Business Mover by GrayHair Direct offers uniquely sourced businesses that recently changed their address from one location to another. GrayHair Direct provides mail management services for major firms. Weekly Hotlines! Uniquely sourced!

SEGMENTS

165,000	Total Universe / Universe Rate	\$75.00/M
10,000	WEEKLY HOTLINE BUSINESS MOVES	\$95.00/M
30,000	Last 30-day Business Moves	\$90.00/M
55,000	3 Mos. Business Moves	\$85.00/M
95,000	6 Mos. Business Moves	\$80.00/M
165,000	12 Mos. Business Moves	\$75.00/M

ID NUMBERS

Manager ID	
NextMark ID	423930
mIn ID	423930
SRDS ID	

MEDIA TYPE

Business and Consumer	
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SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/23/2014
New to Manager	10/18/2011
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	10/09/2014
"New to System" Announcement	10/24/2014
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Business Movers by GrayHair Direct offers uniquely sourced businesses that have recently changed their address. GrayHair Direct manages data solutions and provides address management services for major firms. The COA/New Mover Data information is very accurate and extremely hot with weekly hotlines available! GrayHair Direct is ahead of most other change of address/new mover providers.

Marketers can reach business prospects at a pivotal time with targeted offers. The file is growing quickly and should reach 50,000 monthly. This file is highly recommended for office supplies, business printing forms, software, furnishings, credit card offers, insurance, financial, memberships, publishers and general merchandise offers.

Special Selects Available: Inquire.

[Grayhair Direct](#)

Consumer New Mover File Available - Over 1 million individual movers monthly!
List: New Movers COA by GrayHair Direct

SELECTS

Geographic	\$8.00/M
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AVERAGE INCOME

Value	\$60,000.00
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MANAGER

DSA Direct, LLC

MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$0.00

GENDER

Male	44%
Female	41%

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	85%
Floor Minimum Quantity	50,000

Run Charges **\$8.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

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

Key Coding is available

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