

Ethnic & Religious New Movers COA by GrayHair Direct



Ethnic & Religious New Movers by GrayHair Direct offers uniquely sourced consumers who have recently changed their address. GrayHair Direct provides mail management services for major firms. The COA/New Mover Data information is very accurate and extremely hotline! Reach Hispanic, Spanish Speaking, African Americans and other Ethnicities at a pivotal time!

SEGMENTS

3,885,996	Total Universe / Universe Rate	\$75.00/M
222,637	1 Mos. Hispanic New Movers / COA	+ \$12.00/M
477,492	3 Mos. Hispanic New Movers / COA	+ \$12.00/M
136,856	1 Mos. Spanish Speaking New Movers	+ \$12.00/M
289,841	3 Mos. Spanish Speaking New Movers	+ \$12.00/M
162,638	1 Mos. African American New Movers	+ \$12.00/M
358,795	3 Mos. African American New Movers	+ \$12.00/M
78,248	3 Mos. Jewish Families New Movers /COA	+ \$12.00/M
1,152,544	3 Mos. Catholic New Movers /COA	+ \$12.00/M

DESCRIPTION

Ethnic & Religious New Movers by GrayHair Direct offers uniquely sourced consumers who have recently changed their address. GrayHair Direct provides mail management services for major firms. The COA/New Mover Data information is very accurate and extremely hotline! Reach Hispanic, Spanish Speaking, African Americans and other Ethnicities at a pivotal time!

Marketers can reach prospects at a pivotal time with additional attributes appended thru a robust enhancement. Highly recommended for credit card offers, insurance, financial offers, home furnishings, garden products, memberships, publishers, housewares and general merchandise offers.

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, Linen & Window Treatment Buyers and more! Inquire.

Ethnic Selects: Hispanic, Spanish Speaking, African American, Irish, Catholic, Protestant, Jewish, Welsh and more! Inquire.

FILE NOW AVAILABLE AT EMAIL ADDRESS!

SELECTS

Age/Income	\$10.00/M
Credit Card Type	\$10.00/M

AVERAGE INCOME

Value	\$60,000.00
-------	-------------

MINIMUM ORDER

ID NUMBERS

Manager ID	
NextMark ID	320243
mIn ID	320243
SRDS ID	919253-000

MEDIA TYPE

Business and Consumer	
-----------------------	--

SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	02/29/2016

DATA CARD MAINTENANCE

New To System	11/18/2011
"New to System"	12/14/2011
Announcement	
Last Update	03/07/2016
Next Update	04/08/2016
Update Frequency	MONTHLY

Ethnic/Ethnicity	\$12.00/M
Credit Card Buyers	\$10.00/M
Mail Order Buyers	\$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
Religion/Religious	\$10.00/M
Individ. vs Family Move	\$10.00/M
Marital Status	\$10.00/M
Home ownership vs Renters	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from Product Categori	\$10.00/M
Religious Affiliation	\$15.00/M
Assimilation	\$15.00/M

MANAGER
DSA Direct, LLC

GENDER

Male	44%
Female	41%

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834		lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact