

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

4,899,211	Total Universe / Universe Rate	\$80.00/M
450,718	1 Mos. Hispanic New Movers / COA	+ \$12.00/M
948,090	3 Mos. Hispanic New Movers / COA	+ \$12.00/M
289,202	1 Mos. Spanish Speaking New Movers	+ \$12.00/M
609,139	3 Mos. Spanish Speaking New Movers	+ \$12.00/M
318,185	1 Mos. African American New Movers	+ \$12.00/M
717,389	3 Mos. African American New Movers	+ \$12.00/M
98,298	3 Mos. Jewish Families New Movers /COA	+ \$12.00/M
2,033,529	3 Mos. Catholic New Movers /COA	+ \$12.00/M

DESCRIPTION

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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.

For More Info on GrayHair: www.GrayHairSoftware.com

Email Available thru 3rd Party Appending.

ID NUMBERS

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

MEDIA TYPE

Business and Consumer	
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SOURCE

Direct response, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	06/30/2018

DATA CARD MAINTENANCE

New To System	11/18/2011
"New to System" Announcement	12/14/2011
Last Update	07/18/2018
Next Update	08/08/2018
Update Frequency	MONTHLY

SELECTS

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

AVERAGE INCOME

Value	\$60,000.00
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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	\$12.00/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 Category	\$10.00/M
Religious Affiliation	\$12.00/M
Assimilation	\$15.00/M

MANAGER
DSA Direct, LLC

GENDER	
Male	44%
Female	41%

MINIMUM ORDER	
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
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★ = Primary contact