

**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
482,562	1 Mos. Hispanic New Movers / COA	+ \$12.00/M
798,009	3 Mos. Hispanic New Movers / COA	+ \$12.00/M
312,384	1 Mos. Spanish Speaking New Movers	+ \$12.00/M
525,169	3 Mos. Spanish Speaking New Movers	+ \$12.00/M
296,096	1 Mos. African American New Movers	+ \$12.00/M
609,787	3 Mos. African American New Movers	+ \$12.00/M
79,186	3 Mos. Jewish Families New Movers /COA	+ \$12.00/M
1,663,749	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.

**FILE NOW AVAILABLE AT EMAIL ADDRESS!**

**SELECTS**

Age/Income	\$10.00/M
Credit Card Type	\$10.00/M
Ethnic/Ethnicity	\$12.00/M
Credit Card Buyers	\$10.00/M
Mail Order Buyers	\$10.00/M

**AVERAGE INCOME**

Value	\$60,000.00
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**MINIMUM ORDER**

Minimum Quantity	10,000
Minimum Price	\$500.00

**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	04/30/2018

**DATA CARD MAINTENANCE**

New To System	11/18/2011
"New to System" Announcement	12/14/2011
Last Update	05/09/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

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%

**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
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**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
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**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