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**Insurance & Service Policy Renewals by GrayHair Direct**


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GrayHair Direct provides mail management services for major firms. Insurance & Service Policy Renewal by GrayHair Direct offers marketers new movers one year their move when homeowner and renters' services and insurance policies are up for renewal. This unique file is selectable by move month, home market value and more and is sourced from GrayHair Direct a mail management service provider.

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**SEGMENTS**

10,981,600	Total Universe / Universe Rate	\$75.00/M
951,300	Homeowners that Moved 9 Mos Prior	+ \$8.00/M
293,600	Renters that Moved 9 Mos Prior	+ \$8.00/M
1,224,900	Households that Moved 9 Mos Prior	\$75.00/M
	Publishers / Fundraisers Base Rate	\$65.00/M
	At Email Address	+ \$20.00/M

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**DESCRIPTION**

**Insurance & Service Policy Renewal by GrayHair Direct** offers marketers new movers one year their move when homeowner and renters' services and insurance policies are up for renewal. This unique file is selectable by move month, home market value and more and is sourced from GrayHair a mail management service provider.

GrayHair Direct provides mail management services to many major financial, insurance and other services. As a result GrayHair provides unique and accurate new movers by move date. Unlike other new mover files, this is sourced from direct mail efforts. The file is well enhanced with demographic, lifestyle and cooperative database purchase transactions.

Marketers can reach retirees at a pivotal time with targeted offers. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for membership offers, travel packages, cruises, publications, health and home décor!

**Special Selects Available:** Adult Age, Move date by Month, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Other selects available include Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Purchase by Category: Apparel, Home Decor, Gardening, Home Improvements, Books, Magazines and more! Inquire.

**NOW AVAILABLE AT EMAIL ADDRESS!**

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**ID NUMBERS**

Manager ID	
NextMark ID	406188
mIn ID	406188
SRDS ID	

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**MEDIA TYPE**

Consumer




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**SOURCE**

Direct mail sold, Multi Sourced, Compiled lists

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**GEOGRAPHY**

USA

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**OPT-IN**


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**MAINTENANCE**

Market Entry	03/07/2014
New to Manager	10/18/2011
Counts Through	03/31/2016

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**DATA CARD MAINTENANCE**

New To System	02/13/2014
"New to System"	03/10/2014
Announcement	
Last Update	04/11/2016
Next Update	05/13/2016
Update Frequency	MONTHLY

**SELECTS**

Reading Interest Financial	\$10.00/M
Reading Interest Health	\$10.00/M
Interest in Travel Pkgs	\$10.00/M
Age	\$10.00/M
Home Owner	\$8.00/M
Home Value	\$10.00/M
Net Worth	\$10.00/M
Credit Card Buyers	\$10.00/M
Credit Scoring	\$15.00/M
Ethnic/Ethnicity	\$15.00/M
# of Generations in Household	\$10.00/M
Interest in Grandchildren	\$10.00/M
Health Product Buyers	\$10.00/M
Move date by Month	\$10.00/M
Birth Month/Year	\$10.00/M
HH Income	\$10.00/M
Marital Status	\$10.00/M
Donors by Category	
Political Affiliation	
Education Level	\$10.00/M
Occupation	\$10.00/M
Apparel	\$10.00/M
Home Decor	\$10.00/M
Gardening	\$10.00/M
Home Improvements	\$10.00/M
Books	\$10.00/M
Magazines	\$10.00/M
Adult Age	
Home ownership vs. Renters	\$8.00/M
Ethnicity	

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	44%
Female	41%

**AVERAGE INCOME**

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

Minimum Quantity	10,000
Minimum Price	\$0.00

**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
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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
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★ = Primary contact