

**New Movers by GrayHair Direct with LiftBase Enhancement**



New Movers by GrayHair Direct with LiftBase Consumer Enhancement offers uniquely sourced consumers that recently changed their address with database transactional selects. Marketers can select recency by the transactional database offering buyers by product purchased, donor transaction and New Movers. A truly unique New Mover File to the Market!

**SEGMENTS**

|           |  |             |
|-----------|--|-------------|
| 4,600,000 | Total Universe / Universe Rate           | \$75.00/M   |
| 950,000   | 1 Mos. LiftBase Consumers / New Movers   | \$90.00/M   |
| 4,600,000 | 3 Mos. LiftBase Consumers / New Movers   | \$80.00/M   |
| 4,476,000 | 12 Mos. LiftBase Consumers / New Movers  | \$75.00/M   |
| 892,000   | 1 Mos. LiftBase Donors / New Movers      | + \$10.00/M |
| 116,000   | 1 Mos. LiftBase Magazine Buyers / Movers | \$105.00/M  |
| 708,000   | 1 Mos. LiftBase MOB's / New Movers       | + \$10.00/M |
| 285,000   | Move Date: Sept. 2016                    | \$85.00/M   |
|           | At Email Address / LiftBase New Movers   | + \$25.00/M |

**DESCRIPTION**

**New Movers by GrayHair Direct with LiftBase Consumer** offers uniquely sourced consumers that recently changed their address with database transactional selects. Marketers can select recency by the transactional database offering buyers by product purchased, donor transaction and New Movers by move date. A truly unique New Mover File to the Market!

Reach prospects 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 credit card offers, insurance, financial, home furnishings, garden products/services, memberships, publishers, housewares, non-profits 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, Credit Lines, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire.

**Demographics:** 43% Male, 46% Female, Avg Age 36, Avg HH Income \$60K, Mostly Homeowners

**EMAIL AVAILABLE!**

Select LiftBase Email Data appended to New Movers +\$25/M. Minimum Qty is 25M.

Co-Op Modeling Available. We will send your Co-Op the GrayHair New Mover file for your Co-Op model to be applied. Pay base on used names plus Co-Op scoring fee and \$10/M run chrgs on unused. Base reduced to \$50/M for this process and commitment to mail 15M+ required. Find prospects that have moved into your marketing area!

**ID NUMBERS**

|             |        |
|-------------|--------|
| Manager ID  |        |
| NextMark ID | 468862 |
| mIn ID      | 468862 |
| SRDS ID     |        |

**MEDIA TYPE**

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

**SOURCE**

Masterfile enhanced, Direct mail sold, Compiled lists

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

|                |            |
|----------------|------------|
| Market Entry   | 10/19/2016 |
| New to Manager | 10/18/2011 |
| Counts Through | 12/31/2016 |

**DATA CARD MAINTENANCE**

|                              |            |
|------------------------------|------------|
| New To System                | 10/19/2016 |
| "New to System" Announcement | 10/20/2016 |
| Last Update                  | 01/04/2017 |
| Next Update                  | 02/10/2017 |
| Update Frequency             | MONTHLY    |

| SELECTS                             |           |
|-------------------------------------|-----------|
| Mail Order Buyers                   | \$10.00/M |
| Credit Card Type                    | \$10.00/M |
| Ethnic/Ethnicity                    | \$15.00/M |
| Political Affiliation               | \$10.00/M |
| Income Select                       | \$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 |
| Adult Age                           | \$10.00/M |
| Individual Income                   | \$10.00/M |
| Marital Status                      | \$10.00/M |
| Home ownership vs Renters           | \$10.00/M |
| Credit Lines                        | \$10.00/M |
| Net Worth                           | \$10.00/M |
| Education Level                     | \$10.00/M |
| Occupation                          | \$10.00/M |
| Transactional Buyer Activity        | \$10.00/M |
| Product Categories such as Children | \$10.00/M |
| Home Furnishings                    | \$10.00/M |
| Garden Prod. Byrs                   | \$10.00/M |
| Window Treatment Byrs               | \$10.00/M |
| Move Date                           | \$10.00/M |
| Co-Op Modeling                      | \$30.00/M |

**MANAGER**  
**DSA Direct, LLC**

| GENDER |     |
|--------|-----|
| Male   | 43% |
| Female | 46% |

| AVERAGE INCOME |             |
|----------------|-------------|
| Value          | \$60,000.00 |

| MINIMUM ORDER    |          |
|------------------|----------|
| Minimum Quantity | 10,000   |
| Minimum Price    | \$500.00 |

| COMMISSIONS |     |
|-------------|-----|
| Broker      | 20% |
| Agency      | 15% |

| NET NAME ARRANGEMENTS      |           |
|----------------------------|-----------|
| <b>Net Name is allowed</b> |           |
| Floor                      | 85%       |
| Minimum Quantity           | 50,000    |
| Run Charges                | \$15.00/M |

**EXCHANGES**  
**Exchange is not allowed**

| REUSE                   |       |
|-------------------------|-------|
| <b>Reuse is allowed</b> |       |
| 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                     |          |
|--------------------------------|----------|
| <b>Key Coding is available</b> |          |
| 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<br>DSA Direct, LLC<br>431 E. Main Street, Unit #3<br>Denville, NJ 07834 | Sales Executive | lsantaite@dsagraphics.com | (973) 954-2649 | (973) 928-8791 |

★ = Primary contact