

**Out of State Movers by GrayHair Direct**



Reach movers that have moved out of state. Mailers can select new movers by original state, scf, zip to new state, scf, zip. The COA / New Mover Data information is very accurate and extremely hotline! GrayHair Direct Out of State Movers file is ahead of most other change of address/new mover providers.

**SEGMENTS**

3,412,865	Total Universe / Universe Rate	\$65.00/M
100,000	Weekly Out of State Movers	\$85.00/M
1,430,767	1 Month Out of State Movers	\$80.00/M
809,621	3 Month Out of State Movers	\$75.00/M
3,412,865	12 Month Out of State Movers	\$65.00/M
	By Move Month Date	\$85.00/M
	At Email Address	+ \$20.00/M

**DESCRIPTION**

**Reach movers that have moved out of state.** Mailers can select new movers by original state, scf, zip and new state, scf, zip. Out of State Movers By GrayHair Direct offers uniquely sourced consumers that recently changed their address. GrayHair Direct manages data solutions and provides address management services for major firms. The COA / New Mover Data information is very accurate and extremely hotline! GrayHair Direct Out of State Movers file is ahead of most other change of address/new mover providers.

Marketers can reach prospects at a pivotal time with targeted offers. Moving out of state requires many new transactions, new banks, new stores, new home services as well as many more new purchases. 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:** Mile Radius, Move from State, Move to State, Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Home Value, Net Worth, Credit Score, Credit Card Type, Credit Lines, Ethnicity, Donors by Category, Political Affiliation, 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

Now available at Email Address!  
25,000 Minimum

**ID NUMBERS**

Manager ID	
NextMark ID	429181
mIn ID	429181
SRDS ID	

**MEDIA TYPE**

Business and Consumer	
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**SOURCE**

Masterfile enhanced, Direct mail sold, Multi Sourced, Compiled lists

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	02/04/2015
New to Manager	10/18/2011
Counts Through	08/31/2017

**DATA CARD MAINTENANCE**

New To System	01/12/2015
"New to System" Announcement	02/05/2015
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

**SELECTS**

Mile Radius	\$10.00/M
Geo/Geographical	\$8.00/M
Home Owner, Renter	\$8.00/M

**AVERAGE INCOME**

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

Home Value	<b>\$8.00/M</b>	Minimum Quantity	<b>7,500</b>
HH Income	<b>\$8.00/M</b>	Minimum Price	<b>\$500.00</b>
Age	<b>\$8.00/M</b>		
Credit Scoring	<b>\$15.00/M</b>		
Mortgage Holder	<b>\$10.00/M</b>		
Move Month Date	<b>\$8.00/M</b>		
Donor by Category Cause	<b>\$10.00/M</b>		
Subscribers by Category	<b>\$10.00/M</b>		
Product Purchase Category	<b>\$10.00/M</b>		
Pres. of Children	<b>\$10.00/M</b>		
Marital Status	<b>\$10.00/M</b>		
Credit Lines	<b>\$10.00/M</b>		
Net Worth	<b>\$10.00/M</b>		
Education Level	<b>\$10.00/M</b>		
Occupation	<b>\$10.00/M</b>		
Gender	<b>\$8.00/M</b>		
Adult Age			
Birth Month/Year			
Individual Income			

<b>COMMISSIONS</b>	
Broker	<b>20%</b>
Agency	<b>15%</b>

<b>NET NAME ARRANGEMENTS</b>	
<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

<b>EXCHANGES</b>	
<b>Exchange is not allowed</b>	

<b>REUSE</b>	
<b>Reuse is allowed</b>	
Minimum Quantity	<b>3,000</b>
Run Charge	

<b>CANCELLATION</b>	
Charges	<b>\$100.00/F</b>

**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.

<b>KEY CODING</b>	
<b>Key Coding is available</b>	
Charges	<b>\$3.00/M</b>

<b>ADDRESSING</b>	
FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece Required for Approval.  
 Prepayment on first time orders. Low Nets Available for Large Volume Mailers.

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

<b>GENDER</b>	
Male	<b>43%</b>
Female	<b>46%</b>

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact