

**Retired And Moving by GrayHair Direct**



Retired and Moving by GrayHair Direct offers uniquely sourced retired folks that have moved. They are now enjoying their retirement years and have focused their efforts in new directions! GrayHair Direct provides mail management service for major firms. Perfect file for travel, home décor, investments, non-profits offers and more!

**SEGMENTS**

|         |                                    |             |
|---------|------------------------------------|-------------|
| 456,000 | Total Universe / Universe Rate     | \$75.00/M   |
| 45,600  | 30-Day Retired Movers Age 65+      | + \$10.00/M |
| 35,000  | 30-Day Retired Movers Age 70+      | + \$10.00/M |
| 456,000 | 12 Mos Retired Movers Age 65+      | \$65.00/M   |
|         | At Email Address. 3rd Party Append | + \$25.00/M |
|         | Facebook Ad ! Inquire              | + \$25.00/M |
|         | Publishers / Fundraiser Base Rate  | \$65.00/M   |

**DESCRIPTION**

**Retired and Moving by GrayHair Direct** offers uniquely sourced retired folks that have moved. They are now enjoying their retirement years and have focused their efforts in new directions! GrayHair Direct provides mail management services for major firms. Select by move month and more on this large file that updates weekly!

Perfect file for travel, home décor, investments, non-profits offers and more!

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!**

**ID NUMBERS**

|             |        |
|-------------|--------|
| Manager ID  |        |
| NextMark ID | 406076 |
| mIn ID      | 406076 |
| SRDS ID     |        |

**MEDIA TYPE**

|          |  |
|----------|--|
| Consumer |  |
|----------|--|

**SOURCE**

Compiled lists, Multi Sourced, Direct mail sold

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

|                |            |
|----------------|------------|
| Market Entry   | 02/12/2014 |
| New to Manager | 10/18/2011 |
| Counts Through | 08/31/2017 |

**DATA CARD MAINTENANCE**

|                              |            |
|------------------------------|------------|
| New To System                | 02/12/2014 |
| "New to System" Announcement | 02/13/2014 |
| Last Update                  | 09/07/2017 |
| Next Update                  | 10/06/2017 |
| Update Frequency             | MONTHLY    |

**SELECTS**

**AVERAGE INCOME**

|                               |           |  |             |
|-------------------------------|-----------|--|-------------|
| Reading Interest Financial    | \$10.00/M | Value  | \$60,000.00 |
| Reading Interest Health       | \$10.00/M |  |             |
| Interest in Travel Pkgs       | \$10.00/M | <b>MINIMUM ORDER</b>   |             |
| Age                           | \$10.00/M | Minimum Quantity   | 10,000      |
| Home Owner                    | \$10.00/M | Minimum Price  | \$0.00      |
| Home Value                    | \$10.00/M |  |             |
| Net Worth                     | \$10.00/M | <b>COMMISSIONS</b>   |             |
| Credit Card Buyers            | \$10.00/M | Broker   | 20%         |
| Credit Scoring                | \$15.00/M | Agency   | 15%         |
| Ethnic/Ethnicity              | \$15.00/M |  |             |
| # of Generations in Household | \$10.00/M | <b>NET NAME ARRANGEMENTS</b>   |             |
| Interest in Grandchildren     | \$10.00/M | <b>Net Name is allowed</b>   |             |
| Health Product Buyers         | \$10.00/M | Floor  | 85%         |
| Move date by Month            | \$10.00/M | Minimum Quantity   | 50,000      |
| Birth Month/Year              | \$10.00/M | Run Charges  | \$15.00/M   |
| HH Income                     | \$10.00/M |  |             |
| Marital Status                | \$10.00/M | <b>EXCHANGES</b>   |             |
| Donors by Category            |           | <b>Exchange is not allowed</b>   |             |
| Political Affiliation         |           |  |             |
| Education Level               | \$10.00/M | <b>REUSE</b>   |             |
| Occupation                    | \$10.00/M | <b>Reuse is allowed</b>  |             |
| Apparel                       | \$10.00/M | Minimum Quantity   | 3,000       |
| Home Decor                    | \$10.00/M | Run Charge   |             |
| Gardening                     | \$10.00/M | <b>CANCELLATION</b>  |             |
| Home Improvements             | \$10.00/M | Charges  | \$100.00/F  |
| Books                         | \$10.00/M |  |             |
| Magazines                     | \$10.00/M | <b>CANCELLATION INSTRUCTIONS</b>   |             |
| Individual Income             | \$10.00/M | 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. |             |
| Home ownership vs. Renters    | \$10.00/M |  |             |
| Credit Score                  | \$15.00/M |  |             |
| Credit Card Type              | \$10.00/M |  |             |
| Facebook Ad Match             | \$25.00/M |  |             |

**MANAGER**

DSA Direct, LLC

**GENDER**

|        |     |
|--------|-----|
| Male   | 44% |
| Female | 41% |

**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            |
|--|-----------------|---------------------------|----------------|----------------|
| ★ 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