

## Business Movers by GrayHair Direct



Business Mover by GrayHair Direct offers uniquely sourced businesses that is not compiled but sourced from direct mailings. We have the old address and new address of businesses. Grayhair Direct manages data solutions and provides address management services for major firms. File is sourced from direct mail and updates weekly.

### SEGMENTS

225,092	Total Universe / Universe Rate	\$75.00/M
10,000	WEEKLY HOTLINE BUSINESS MOVES	\$95.00/M
21,894	Last 30-day Business Moves	\$90.00/M
66,038	3 Mos. Business Moves	\$85.00/M
112,546	6 Mos. Business Moves	\$80.00/M
225,092	12 Mos. Business Moves	\$75.00/M

### DESCRIPTION

**Business Mover by GrayHair Direct** offers uniquely sourced businesses that is not compiled but sourced from direct mailings. We have the old address and new address of businesses. Grayhair Direct manages data solutions and provides address management services for major firms. File is sourced from direct mail and updates weekly

Marketers can reach businesses that have moved that are in need of new products and services. Since file is sourced differently than most ordinary business move files, this file offers unique records. A perfect file for business supplies, furnishings, software, credit, equipment, workwear and general merchandise.

Learn more about GrayHair Direct [www.GrayhairSoftware.com](http://www.GrayhairSoftware.com)

**Consumer Mover** file available inquire

### SELECTS

Geographic **\$8.00/M**

### MANAGER

**DSA Direct, LLC**

### GENDER

Male **44%**  
Female **41%**

### ID NUMBERS

Manager ID  
NextMark ID **423930**  
mIn ID **423930**  
SRDS ID

### MEDIA TYPE

**Business and Consumer**



### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry **10/23/2014**  
New to Manager **10/18/2011**  
Counts Through **05/31/2020**

### DATA CARD MAINTENANCE

New To System **10/09/2014**  
"New to System" **10/24/2014**  
Announcement  
Last Update **06/29/2020**  
Next Update **07/06/2020**  
Update Frequency **WEEKLY**

### AVERAGE INCOME

Value **\$60,000.00**

### MINIMUM ORDER

Minimum Quantity **10,000**  
Minimum Price **\$450.00**

### 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**

**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**

**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