

**Ethnic & Religious New Movers COA by GrayHair Direct**



Ethnic & Religious New Movers by GrayHair Direct offers uniquely sourced consumers who have recently changed their address. GrayHair Direct provides mail management services for major firms. The COA/New Mover Data information is very accurate and extremely hotline! Reach Hispanic, Spanish Speaking, African Americans and other Ethnicities at a pivotal time!

**SEGMENTS**

4,757,753	Total Universe / Universe Rate	\$80.00/M
195,848	1 Mos. Hispanic New Movers / COA	+ \$12.00/M
595,802	3 Mos. Hispanic New Movers / COA	+ \$12.00/M
125,168	1 Mos. Spanish Speaking New Movers	+ \$12.00/M
378,286	3 Mos. Spanish Speaking New Movers	+ \$12.00/M
192,271	1 Mos. African American New Movers	+ \$12.00/M
547,074	3 Mos. African American New Movers	+ \$12.00/M
2,162,974	3 Mos. Jewish Families New Movers /COA	+ \$12.00/M
403,351	3 Mos. Catholic New Movers /COA	+ \$12.00/M
	Digital Campaigns - Inquire	\$52.00/M

**DESCRIPTION**

**Ethnic & Religious New Movers by GrayHair Direct** offers uniquely sourced consumers who have recently changed their address. [GrayHair](#) Direct provides mail management services for major firms. The COA/New Mover Data information is very accurate and extremely hotline! Reach Hispanic, Spanish Speaking, African Americans and other Ethnicities at a pivotal time!

Marketers can reach prospects at a pivotal time with additional attributes appended thru a robust enhancement. Highly recommended for credit card offers, insurance, financial offers, home furnishings, garden products, memberships, publishers, housewares 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, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements, Linen & Window Treatment Buyers and more! Inquire.

**Ethnic Selects:** Hispanic, Spanish Speaking, African American, Irish, Catholic, Protestant, Jewish, Welsh and more! Inquire.

For More Info on [GrayHair](http://www.GrayHairSoftware.com): [www.GrayHairSoftware.com](http://www.GrayHairSoftware.com)

Email Available thru 3rd Party Appending.

**Digital Data Available:** \$52/M on matched records.

**ID NUMBERS**

Manager ID	
NextMark ID	320243
mIn ID	320243
SRDS ID	919253-000

**MEDIA TYPE**

Business and Consumer	
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**SOURCE**

Direct response, Compiled lists, Direct mail sold

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	06/30/2020

**DATA CARD MAINTENANCE**

New To System	11/18/2011
"New to System" Announcement	12/14/2011
Last Update	07/01/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

**PROFILE**

**Ethnic/Ethnicity** (12.00/M)

- Hispanic
- Spanish Speaking
- African American
- Irish
- Catholic
- Protestant
- Jewish
- Welsh

**SELECTS**

Age/Income	\$8.00/M
Birth Month/Year	\$10.00/M
Credit Card Buyers	\$8.00/M
Credit Card Type	\$8.00/M
Credit Scoring	\$15.00/M
Donor by Category Cause	\$8.00/M
Education Level	\$10.00/M
Ethnic/Ethnicity	\$12.00/M
Home Value	\$8.00/M
Home ownership vs Renters	\$10.00/M
Individ. vs Family Move	\$10.00/M
Mail Order Buyers	\$8.00/M
Marital Status	\$8.00/M
Mortgage Holder	\$10.00/M
Product Purchase Category	\$8.00/M
Religion/Religious	\$12.00/M
Subscribers by Category	\$8.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from Product Category	\$8.00/M
Religious Affiliation	\$12.00/M
Assimilation	\$15.00/M

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	44%
Female	41%

**AVERAGE INCOME**

Value **\$60,000.00**

**MINIMUM ORDER**

Minimum Quantity	<b>10,000</b>
Minimum Price	<b>\$500.00</b>

**COMMISSIONS**

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

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>3,000</b>
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	<b>\$3.00/M</b>

**ADDRESSING**

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.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834		lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact

