

## 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

6,272,117	Total Universe / Universe Rate	\$75.00/M
159,000	Weekly Out of State Movers	\$95.00/M
1,314,000	1 Month Out of State Movers	\$90.00/M
3,610,000	3 Month Out of State Movers	\$85.00/M
6,272,117	12 Month Out of State Movers	\$75.00/M
650,000	1 Mos Out of State Movers Ident. Donors +	\$10.00/M
	Moving Out / Into: State, SCF, Zip	+ \$8.00/M
	Digital Campaign (Inquire)	\$40.00/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

### Optimization Modeling:

20% net terms, \$55/M base, with Scoring Select Fee. Inquire

### ID NUMBERS

Manager ID	
NextMark ID	429181
mIn ID	429181
SRDS ID	

### MEDIA TYPE

Business and Consumer



### 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	08/31/2020

### DATA CARD MAINTENANCE

New To System	01/12/2015
"New to System" Announcement	02/05/2015
Last Update	09/24/2020
Next Update	10/06/2020
Update Frequency	WEEKLY

**SELECTS**

Age	\$8.00/M
Credit Scoring	\$15.00/M
Donor by Category Cause	\$10.00/M
Education Level	\$10.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner, Renter	\$8.00/M
Home Value	\$8.00/M
HH Income	\$8.00/M
Mile Radius	\$10.00/M
Mortgage Holder	\$10.00/M
Move Month Date	\$8.00/M
Occupation	\$10.00/M
Product Purchase Category	\$10.00/M
Pres. of Children	\$10.00/M
Marital Status	\$10.00/M
Net Worth	\$10.00/M
Subscribers by Category	\$10.00/M
FACEBOOK Base Rate	\$25.00/M
Facebook Onboarding	\$7.00/M

**MANAGER**

DSA Direct, LLC

**GENDER**

Male	43%
Female	46%

**AVERAGE INCOME**

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

Minimum Quantity	7,500
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	\$8.00/M

**EXCHANGES**

Exchange is not allowed

**REUSE**

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

**CANCELLATION**

Charges	\$100.00/F
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**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
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★ = Primary contact