



<p><u>SEGMENTS</u></p> <table border="0"> <tr> <td>11,043,231</td> <td>Total Universe /Universe Rate</td> <td>\$100.00/M</td> </tr> <tr> <td>11,043,231</td> <td>Last 90 days</td> <td></td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>These do-it-yourselfers are in market now searching for the supplies and services they need to get that home rebuild complete.</p>	11,043,231	Total Universe /Universe Rate	\$100.00/M	11,043,231	Last 90 days		<p><u>DATE</u></p> <table border="0"> <tr> <td>UPDATED</td> <td>03/19/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>05/07/2021</td> </tr> </table> <p><u>GENDER</u></p> <p>65% MALE 0% FEMALE</p> <p><u>SOURCE</u></p> <p>Compiled lists, Internet/On-Line, Multi Sourced</p> <p><u>ADDITIONAL CHARGES</u></p> <table border="0"> <tr><td>New Homeowner</td><td>\$10.00/M</td></tr> <tr><td>Home Value in thousands</td><td>\$20.00/M</td></tr> <tr><td>HH Income</td><td>\$5.00/M</td></tr> <tr><td>Age Indicator</td><td>\$3.50/M</td></tr> <tr><td>Dwelling Type</td><td>\$2.50/M</td></tr> <tr><td>Homeowner/Renter Code</td><td>\$7.50/M</td></tr> <tr><td>Telephone</td><td>\$20.00/M</td></tr> <tr><td>Number of Adults</td><td>\$2.50/M</td></tr> <tr><td>Number of Children</td><td>\$2.50/M</td></tr> <tr><td>Marital Status</td><td>\$2.50/M</td></tr> <tr><td>Two Year Age Band</td><td>\$10.00/M</td></tr> <tr><td>Radius Zip/Zip+4+CR Codes</td><td>\$10.00/M</td></tr> <tr><td>Radius Rooftops</td><td>\$10.00/M</td></tr> <tr><td>Ethnic Code</td><td>\$10.00/M</td></tr> <tr><td>Mail Buyer</td><td>\$10.00/M</td></tr> <tr><td>Religion</td><td>\$10.00/M</td></tr> <tr><td>Minority</td><td>\$10.00/M</td></tr> <tr><td>Language Code</td><td>\$10.00/M</td></tr> <tr><td>1 Week Hotline</td><td>\$30.00/M</td></tr> <tr><td>30 Day Hotline</td><td>\$15.00/M</td></tr> <tr><td>Date of Birth</td><td>\$2.50/M</td></tr> <tr><td>Presence of Children</td><td>\$15.00/M</td></tr> <tr><td>Presence of Credit Card</td><td>\$20.00/M</td></tr> </table> <p><u>ADDRESSING</u></p> <p><u>MINIMUM ORDER</u></p> <p>5,000</p> <p><u>SPECIAL INSTRUCTIONS</u></p> <p>List rental agreement and one sample required.</p> <p><u>EXCHANGES</u></p> <p>Exchange is not allowed</p> <p><u>REUSE</u></p> <p>Reuse is not allowed</p> <p><u>NET NAME ARRANGEMENTS</u></p> <table border="0"> <tr><td>Net Name is allowed</td><td>85%</td></tr> <tr><td>Min Qty</td><td>50,000</td></tr> <tr><td>Run Charges</td><td>\$8.00/M</td></tr> </table>	UPDATED	03/19/2021	CONFIRMED	05/07/2021	New Homeowner	\$10.00/M	Home Value in thousands	\$20.00/M	HH Income	\$5.00/M	Age Indicator	\$3.50/M	Dwelling Type	\$2.50/M	Homeowner/Renter Code	\$7.50/M	Telephone	\$20.00/M	Number of Adults	\$2.50/M	Number of Children	\$2.50/M	Marital Status	\$2.50/M	Two Year Age Band	\$10.00/M	Radius Zip/Zip+4+CR Codes	\$10.00/M	Radius Rooftops	\$10.00/M	Ethnic Code	\$10.00/M	Mail Buyer	\$10.00/M	Religion	\$10.00/M	Minority	\$10.00/M	Language Code	\$10.00/M	1 Week Hotline	\$30.00/M	30 Day Hotline	\$15.00/M	Date of Birth	\$2.50/M	Presence of Children	\$15.00/M	Presence of Credit Card	\$20.00/M	Net Name is allowed	85%	Min Qty	50,000	Run Charges	\$8.00/M
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For More information or ordering contact our Sales Representative:

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