



<p><u>SEGMENTS</u></p> <table border="0"> <tr> <td>33,200,653</td> <td>Total Universe /Universe Rate</td> <td>\$75.00/M</td> </tr> <tr> <td>125,750</td> <td>1 Week New Mover Hotline</td> <td>\$90.00/M</td> </tr> <tr> <td>502,850</td> <td>30 Day New Mover Hotline w/children</td> <td>\$85.00/M</td> </tr> <tr> <td>217,000</td> <td>30 Day New Movers w/Grandchildren</td> <td>+ \$8.00/M</td> </tr> <tr> <td></td> <td>Fundraisers / Non Profit</td> <td>\$65.00/M</td> </tr> <tr> <td></td> <td>Over 100 other selects - INQUIRE</td> <td>+</td> </tr> <tr> <td></td> <td>Email address - 3rd Party Append</td> <td>+ \$25.00/M</td> </tr> <tr> <td></td> <td>Facebook Match - Base Rate \$25/M</td> <td>+ \$7.00/M</td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>Families on the Move by GrayHair Direct offers uniquely sourced consumers who recently changed their address. Out of State Movers, Families by Children Age, Number of Children, Household Dynamics Renters -vs- Homeowners is selectable. GrayHair Direct provides mail management services for major firms. Reach New Movers/ Change of Address that have been identified as Family households with children.</p> <p>The GrayHair New Mover and COA Masterlist file is ahead of most other new mover files. They offer old and new address with weekly hotlines and are fully enhanced with Transactional Purchase Data, Donors, Political Affiliation, Mail Order Buyers, Household Demographics, Household Characteristics, Ethnicity and Lifestyle Interest.</p> <p>Marketers can reach specifically those individuals and/or households at a pivotal time of moving. Moving requires the establishment of new services such as cable, phone, banking, gyms, pet groomers, schools, doctors, insurance and more. In addition, moving means lots of shopping, both for the home and the homeowner. Selects can be based on the consumers original location compared to their new location to determine a short or long distance move. Number of generations in the house and number of children are selectable as well. The file is well enhanced with robust transactional data to help further define a targeted prospect by purchase activity.</p> <p>This list has been on the market for over 10 years and has a proven track record across multiple industry sectors. They make great candidates for Home Furnishings & Decor, Household Services, Non-Profit, Fundraising, Utilities, Communications, Medical, Food Service, Delivery Service, Retailers and much more.</p>	33,200,653	Total Universe /Universe Rate	\$75.00/M	125,750	1 Week New Mover Hotline	\$90.00/M	502,850	30 Day New Mover Hotline w/children	\$85.00/M	217,000	30 Day New Movers w/Grandchildren	+ \$8.00/M		Fundraisers / Non Profit	\$65.00/M		Over 100 other selects - INQUIRE	+		Email address - 3rd Party Append	+ \$25.00/M		Facebook Match - Base Rate \$25/M	+ \$7.00/M	<p><u>DATE</u></p> <table border="0"> <tr> <td>UPDATED</td> <td>06/01/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>07/29/2021</td> </tr> </table> <p><u>GENDER</u></p> <p>45% MALE 45% FEMALE</p> <p><u>SOURCE</u></p> <p>Compiled lists, Multi Sourced</p> <p><u>ADDITIONAL CHARGES</u></p> <table border="0"> <tr> <td>Out of State Move</td> <td>\$8.00/M</td> </tr> <tr> <td>Long Distance Move</td> <td></td> </tr> <tr> <td>Donors by Cause</td> <td>\$10.00/M</td> </tr> <tr> <td>Political Affiliation</td> <td></td> </tr> <tr> <td>Individual vs Family Move</td> <td>\$8.00/M</td> </tr> <tr> <td>Homeowner / Renter</td> <td></td> </tr> <tr> <td>Lifestyle Interests / Hobbies</td> <td></td> </tr> <tr> <td>Ethnicity</td> <td></td> </tr> <tr> <td>Date of Birth</td> <td>\$10.00/M</td> </tr> <tr> <td>Young Adults (ages 18-24)</td> <td></td> </tr> <tr> <td>Millennials (ages 25-40)</td> <td></td> </tr> <tr> <td>Estimated Age</td> <td></td> </tr> <tr> <td>Credit Card by Type</td> <td>\$10.00/M</td> </tr> <tr> <td>Modelled Credit Score Ranking</td> <td>\$15.00/M</td> </tr> <tr> <td>Home Market Value</td> <td>\$15.00/M</td> </tr> <tr> <td>Income</td> <td>\$8.00/M</td> </tr> <tr> <td>Gender</td> <td>\$8.00/M</td> </tr> <tr> <td>Education Level</td> <td>\$10.00/M</td> </tr> <tr> <td>Mail Order Buyer</td> <td>\$10.00/M</td> </tr> <tr> <td>Marital Status</td> <td>\$8.00/M</td> </tr> <tr> <td>Occupation</td> <td>\$10.00/M</td> </tr> <tr> <td>Net Worth</td> <td>\$8.00/M</td> </tr> </table> <p><u>ADDRESSING</u></p> <p><u>MINIMUM ORDER</u></p> <p>7,500 \$550.00 MINIMUM PAYMENT</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	06/01/2021	CONFIRMED	07/29/2021	Out of State Move	\$8.00/M	Long Distance Move		Donors by Cause	\$10.00/M	Political Affiliation		Individual vs Family Move	\$8.00/M	Homeowner / Renter		Lifestyle Interests / Hobbies		Ethnicity		Date of Birth	\$10.00/M	Young Adults (ages 18-24)		Millennials (ages 25-40)		Estimated Age		Credit Card by Type	\$10.00/M	Modelled Credit Score Ranking	\$15.00/M	Home Market Value	\$15.00/M	Income	\$8.00/M	Gender	\$8.00/M	Education Level	\$10.00/M	Mail Order Buyer	\$10.00/M	Marital Status	\$8.00/M	Occupation	\$10.00/M	Net Worth	\$8.00/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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 lellis@marketapproach.net