



<p><u>SEGMENTS</u></p> <table border="0"> <tr> <td>1,288,583</td> <td>Total Universe /Universe Rate</td> <td>\$100.00/M</td> </tr> <tr> <td>157,711</td> <td>Top 20%</td> <td>+ \$20.00/M</td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>Fresh Food Home Delivery Service Consumers are On-The-Go households trying hard to juggle work life and home life. Still interested in home cooked meals but lacking the time to make them, these consumers subscribe to a service that cuts their prep time in half while still keeping with the quality of home cooking. These consumers are deemed receptive and have a high propensity to be interested in receiving information about other similar type offers that help make their personal lives more manageable.</p>	1,288,583	Total Universe /Universe Rate	\$100.00/M	157,711	Top 20%	+ \$20.00/M	<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>0% MALE 0% FEMALE</p> <p><u>SOURCE</u></p> <p>Propensity Modeling, Internet/On-Line, Compiled lists, 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:

Laura Ellis

254-857-1109

lellis@marketapproach.net