



<p><u>SEGMENTS</u></p> <table border="0"> <tr> <td>1,400,000</td> <td>Total Universe /Universe Rate</td> <td>\$75.00/M</td> </tr> <tr> <td>250,000</td> <td>1 Week New Mover Hotline</td> <td>+ \$30.00/M</td> </tr> <tr> <td></td> <td>30 Day New Mover Hotline</td> <td>+ \$15.00/M</td> </tr> <tr> <td></td> <td>90 Day New Mover Hotline</td> <td>+ \$10.00/M</td> </tr> <tr> <td></td> <td>6 Month New Mover Hotline</td> <td>+ \$5.00/M</td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>Consumers on the move to a new location, new surroundings, making new friends, new schools and favorite shopping places. These New Movers are ideal to market your products and services to. They are ready to spend to make their new residence home sweet home. Relocating to a new home is a significant event in life for consumers. A new home requires new products and services and building new local business relationships.</p>	1,400,000	Total Universe /Universe Rate	\$75.00/M	250,000	1 Week New Mover Hotline	+ \$30.00/M		30 Day New Mover Hotline	+ \$15.00/M		90 Day New Mover Hotline	+ \$10.00/M		6 Month New Mover Hotline	+ \$5.00/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> 45% MALE 45% FEMALE</p> <p><u>SOURCE</u> Compiled lists, Multi Sourced</p> <p><u>ADDITIONAL CHARGES</u></p> <table border="0"> <tr><td>Household Move Date</td><td>\$15.00/M</td></tr> <tr><td>Distance of Move</td><td>\$5.00/M</td></tr> <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>3 Month Hotline</td><td>\$10.00/M</td></tr> <tr><td>6 Month Hotline</td><td>\$5.00/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> 5,000</p> <p><u>SPECIAL INSTRUCTIONS</u> List rental agreement and one sample required.</p> <p><u>EXCHANGES</u> Exchange is not allowed</p> <p><u>REUSE</u> 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	Household Move Date	\$15.00/M	Distance of Move	\$5.00/M	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	3 Month Hotline	\$10.00/M	6 Month Hotline	\$5.00/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