

Today's New Movers

MID: 890392-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	6,854,117	*\$80.00
(*) Fundraiser rate, 65.00/M.		
Net name arrangement (minimum 25,000), 85%.		

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Last 30 Day New Residents (1 Month)	\$15.00	M	extra	
Last 90 Day New Residents (3 Months)	\$10.00	M	extra	
Previous Week's Movers	\$20.00	M	extra	
Dwelling Type	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Median Income Of Residence Area	\$15.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- SUMMARY DESCRIPTION -----

New movers in the past six months.
 60% male, 40% female.

----- DATACARD DESCRIPTION -----

'NEW MOVERS' DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF NEW MOVERS ACROSS AMERICA. UNLIKE OTHER LISTS, THIS DATABASE IS UNIQUELY SOURCED FROM NEW HOMEOWNER DEEDS, MAGAZINE AND CREDIT CARD CHANGE OF ADDRESS, UTILITY HOOKUPS AND OTHER PROPRIETARY SOURCES. CUSTOMERS WHO HAVE RECENTLY MOVED HAVE EXTRAORDINARY PURCHASING POWER AND ARE LOOKING TO ESTABLISH RELATIONSHIPS WITH NEIGHBORHOOD SERVICES INCLUDING BANKS, INSURANCE, MECHANICS, LANDSCAPERS AND HOME IMPROVEMENT OR FURNISHING OUTLETS. NEW MOVERS ARE IN PRIME BUYING MODE FOR MAGAZINE SUBSCRIPTIONS, MAIL-ORDER CATALOGS AND OTHER NATIONWIDE SERVICES.

SRDS Classification

USA Consumer 563A Life Events

----- LIST SOURCE -----

Source	Note
Compiled	Multi-sourced

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
CD ROM	\$50.00		fee	
Cartridge	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is not allowed.

----- UPDATE SCHEDULE -----

Updated weekly.