
LIST SERVICE DIRECT INC.

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Visit us on the web at www.listservicedirect.com

NEW RESIDENTS

TOTAL FILE: 12 MILLION

BASE PRICE: \$80/M

MONTHLY HOTLINE: 1.5 MILLION

This is a file of people that recently moved into a new home or apartment. It is compiled from multiple source credit information. Multi-source compilation makes this one of the most complete new movers files available today. It also eliminates a need for dependency on NCOA data. Most of the people on this file have a median household income of \$35,000 and have more than one person in the household. There are a high percentage of households with children present. These individuals are seeking service and merchandise providers in their new area, i.e.: medical professionals, accountants, lawyers, schools, insurance, house of worship, decorating, etc.

SELECTIONS:

Geography:	\$5/M
Distance of Move	\$20/M
Gender	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

Minimum Order: 5,000

UPDATE CYCLE:

NCOA'd quarterly, new names added monthly.

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.