

New Construction

SEGMENTS

823,300	Total Universe /Universe Rate	\$60.00/M
12,000	Weekly Hotline New Construction	\$80.00/M
48,000	Monthly Hotline New Construction	\$65.00/M
144,000	3 Month Hotline New Construction	\$60.00/M
576,000	12 Month New Construction	\$60.00/M

Legacy Data Available -- Inquire
 COUNTS LISTED ARE AVERAGE HOTLINE COUNTS

DESCRIPTION

The New Construction data set gives mailers the ability to reach consumers right when they move into their newly built homes. A newly constructed home needs more products and services than a typical new homeowner record. These consumers will typically always make much larger purchases than average.

These mailing addresses are activated upon the new resident moving in (not when the construction process is just beginning). The New Construction data set is accurate and highly responsive.

This is an address file only and is selectable by Residential or Business.

DATE

UPDATED Weekly

SOURCE

Mailing records.

ADDRESSING

FTP \$50.00/F
 E-Mail \$50.00/F

MINIMUM ORDER

\$350.00

EXCHANGES

Exchange is not allowed

NET NAME POLICY

Net Name is allowed

REUSE Please inquire

OWNER/MANAGER

-----WEBSITE-----
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CANCELLATION PRIOR TO MAIL DATE SUBJECT TO CANCELLATION CHARGE PLUS RUNNING AND SELECTION CHARGES.

CANCELLATION ON OR AFTER MAIL DATE SUBJECT TO FULL RENTAL.



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