

**Consolidated New Movers  
Master Database**

Nextmark# 361718/SRDS# 971060-000

<p><b>SEGMENTS</b></p> <table border="0"> <tr> <td>10,800,000</td> <td>Total Universe/Universe Rate</td> <td>\$60.00/M</td> </tr> <tr> <td>450,000</td> <td>Weekly Hotline</td> <td>\$80.00/M</td> </tr> <tr> <td>1,800,000</td> <td>Monthly Hotline</td> <td>\$65.00/M</td> </tr> <tr> <td>5,400,000</td> <td>3 Month Hotline</td> <td>\$60.00/M</td> </tr> <tr> <td>10,800,000</td> <td>6 Month Hotline</td> <td>\$60.00/M</td> </tr> <tr> <td></td> <td>Fundraiser Rate</td> <td>\$60.00/M</td> </tr> <tr> <td></td> <td>Email Addresses</td> <td>+\$25.00/M</td> </tr> </table> <p>COUNTS LISTED ARE AVERAGE HOTLINE QUANTITIES</p>			10,800,000	Total Universe/Universe Rate	\$60.00/M	450,000	Weekly Hotline	\$80.00/M	1,800,000	Monthly Hotline	\$65.00/M	5,400,000	3 Month Hotline	\$60.00/M	10,800,000	6 Month Hotline	\$60.00/M		Fundraiser Rate	\$60.00/M		Email Addresses	+\$25.00/M	<p><b>DATE</b> Updated Weekly</p>														
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<p><b>DESCRIPTION</b></p> <p>The Consolidated New Mover Master Database is the premier source across all mover data sets. Available EXCLUSIVELY from Avrck Direct, the master database incorporates and cross-references all the moving data elements to create this comprehensive database of the moving experience.</p> <p><u>Speed to Market</u> We understand your need to be fastest to market so recency is a primary focus. Ask about the twice-weekly updates for the fastest speed to market.</p> <p><u>Keen Insights</u> Mover data from Avrck Direct contains keen insights about the moving experience.</p> <p><u>Data Applications</u> Marketing agencies, data resellers, and research firms rely on Avrck Direct's Consolidated New Mover Master Database for:</p> <ul style="list-style-type: none"> <li>• Analytics &amp; Modeling</li> <li>• Market Research</li> <li>• Digital Display Advertising</li> <li>• Direct Mail Marketing</li> </ul> <p>CANCELLATION PRIOR TO MAIL DATE SUBJECT TO CANCELLATION CHARGE PLUS RUNNING AND SELECTION CHARGES.</p> <p>CANCELLATION ON OR AFTER MAIL DATE SUBJECT TO FULL RENTAL.</p>			<p><b>GENDER</b> 60% Male/40% Female</p> <p><b>SOURCE</b> Compiled lists, Self-Reported Change of Address</p> <p><b>ADDITIONAL CHARGES</b></p> <table border="0"> <tr> <td>Previous Address</td> <td>\$11.00/M</td> </tr> <tr> <td>Age Range</td> <td>\$11.00/M</td> </tr> <tr> <td>Credit Card by Type</td> <td>\$11.00/M</td> </tr> <tr> <td>County/Nielson Codes</td> <td>\$7.00/M</td> </tr> <tr> <td>Distance of Move</td> <td>\$11.00/M</td> </tr> <tr> <td>Ethnicity</td> <td>\$11.00/M</td> </tr> <tr> <td>Gender/Sex</td> <td>\$7.00/M</td> </tr> <tr> <td>Geo/Geographical</td> <td>\$7.00/M</td> </tr> <tr> <td>Homeowner/Renter/Dwelling</td> <td>\$11.00/M</td> </tr> <tr> <td>Home Market Value</td> <td>\$11.00/M</td> </tr> <tr> <td>Income Select</td> <td>\$11.00/M</td> </tr> <tr> <td>Marital Status</td> <td>\$7.00/M</td> </tr> <tr> <td>Pet Owners (select cat or dog)</td> <td>\$7.00/M</td> </tr> <tr> <td>Presence of Children</td> <td>\$11.00/M</td> </tr> <tr> <td>Spanish Speaking</td> <td>\$11.00/M</td> </tr> </table> <p><b>ADDRESSING</b></p> <table border="0"> <tr> <td>FTP</td> <td>\$50.00/F</td> </tr> <tr> <td>E-Mail</td> <td>\$50.00/F</td> </tr> </table> <p><b>MINIMUM ORDER</b> \$350.00</p> <p><b>SPECIAL INSTRUCTIONS</b> Sample mail piece required with order. E-Mail price does not include deployment.</p> <p><b>EXCHANGES</b> Are not allowed</p> <p><b>NET NAME POLICY</b> Is allowed</p> <p><b>REUSE</b> Please inquire</p> <p><b>OWNER/MANAGER</b></p> <p>-----WEBSITE----- http://www.avrickdirect.com</p> <p>----- Avrick Direct, Inc. P.O. Box 140 Redmond, WA 98073 Email: avrickdirect@avrck.com Phone: (805) 683-6551 Fax: (805) 683-6553</p>		Previous Address	\$11.00/M	Age Range	\$11.00/M	Credit Card by Type	\$11.00/M	County/Nielson Codes	\$7.00/M	Distance of Move	\$11.00/M	Ethnicity	\$11.00/M	Gender/Sex	\$7.00/M	Geo/Geographical	\$7.00/M	Homeowner/Renter/Dwelling	\$11.00/M	Home Market Value	\$11.00/M	Income Select	\$11.00/M	Marital Status	\$7.00/M	Pet Owners (select cat or dog)	\$7.00/M	Presence of Children	\$11.00/M	Spanish Speaking	\$11.00/M	FTP	\$50.00/F	E-Mail	\$50.00/F
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