

Valassis New Construction (Formerly ADVO)

Speed-to-market is essential in winning the patronage of new homeowners, and with Valassis you can be the first one in the mailbox.

MEDIA TYPE

Consumer 

SOURCE

Compiled lists

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	02/02/2006
New to Manager	04/05/2010
Counts through	04/16/2010

DATA CARD MAINTENANCE

New to NextMark System	04/05/2010
Last data card update	04/16/2010
Next data card update	05/04/2010
Data card update frequency	MONTHLY

SEGMENTS

Data card currency: **US Dollar**

1,421,461	Total Universe / Base Rate	\$75.00 /M
118,455	Monthly Hotline	\$95.00 /M
29,982	Weekly Hotline	\$107.00 /M

DESCRIPTION

As the most complete source of new construction homes, Valassis delivers these new movers earlier than any other provider of new mover data. These new homebuyers do not show up on other lists until well after they have settled in.

Real estate developers must let the US Postal Service know that they will have a new home and/or neighborhood to deliver mail to before the shovel hits the dirt. Since new home construction can take 6-12 months, these "pending neighbors" will remain inactive on the USPS file until they move in. When these families move in and the USPS begins delivering mail, Valassis activates them as New Construction families and offers them to you weekly.

Updated weekly, only addresses of newly constructed residences make it onto this list of new movers. Compiled directly from our USPS postal feed, 100% of the new addresses are Single Family Dwelling Units (SFDU's) or Multi Family Dwelling Units (MFDU's) not previously occupied. P.O. Boxes are not included unless they are the only means for residents to receive mail.

Reach high-spending consumers at the pivotal stage of deciding what and where to buy with the most complete list of new construction addresses on the market.

Visit www.valassislists.com to get list counts and place list orders, or contact the Valassis List Group at 1-800-695-0957.

SELECTS

1 Month Hotline	\$20.00 /M
Age	\$5.00 /M
Census	\$5.00 /M
City	NO CHARGE
Dwelling Type (SFDU/MFDU)	\$5.00 /M
Home Owner	\$10.00 /M
Home Value	\$10.00 /M
Income Range	\$5.00 /M
Lat/Long	\$10.00 /M
Move in Date	\$3.00 /M
Names Where Available	\$10.00 /M
Renter	\$10.00 /M
SCF	NO CHARGE
State	NO CHARGE
Weekly/Bi-Weekly Hotline	\$32.00 /M
Zip	NO CHARGE

AVERAGE INCOME

Value: not available

MINIMUM ORDER

Quantity:
Value: \$250.00

REUSE

Please inquire

TELEMARKETING

Please inquire

CANCELLATION

Charges: \$75.00 /F

KEY CODING

UNIT OF SALE INFORMATION**Unit of sale information is not available**

GENDER PROFILE

Male: %
Female: %

Key Coding is available**Charges: \$2.00 /M**

ADDRESSING

CD ROM \$75.00 /F
DISKETTE \$50.00 /F
EMAIL \$60.00 /F
KEYING NO CHARGE
P/S LABELS \$10.00 /M
PRESORT \$1.00 /M
TITLE SLUG NO CHARGE
ZIP + 4 NO CHARGE

SPECIAL INSTRUCTIONS