

Valassis New Movers

From the compiler of the nation's largest database of consumer households, comes a New Mover list that contains up to 30% more new movers than other major resources.

MEDIA TYPE

Consumer



SOURCE

Compiled lists

GEOGRAPHY

Domestic (US)

MAINTENANCE

Market Entry	03/27/2008
New to Manager	03/05/2010
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	
Data card update frequency	UNKNOWN

SEGMENTS		Data card currency: US Dollar
11,328,695	Total Universe / Base Rate	\$60.00 /M
804,000	Monthly Hotline	\$70.00 /M
201,863	Weekly Hotline	\$80.00 /M
Counts thru 4/16/10		

DESCRIPTION

The Valassis Lists national database flags each unoccupied home on the file as soon as the address is vacated. Valassis then combines postal updates and its patent-pending data verification procedure to identify the new occupants of those homes. This "Postal Intelligence" enables Valassis to accurately track addresses as they move from an unoccupied to an occupied status.

Valassis' new mover file is 5-digit ZIP/Automation ready. Therefore, the file can bypass standard CASS processing which saves time and money as it can be loaded right into the standard presorting process.

We combine our unique data with traditional utility new connects and new home owner deeds to deliver the most comprehensive source of new movers to marketers. Where other new mover resources are solely deed or telecommunications-based, the Valassis New Mover file goes further by incorporating Postal Intelligence to identify additional new movers.

Adding to the comprehensiveness of the Valassis new Mover file is our New Construction component. Construction records are up to 98% unique. These households can account for up to 15% of each Valassis New Mover update.

Still the best lists. Valassis Lists (formerly ADVO).

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	\$10.00 /M
Age	\$5.00 /M
Census	\$5.00 /M
City	NO CHARGE
Dwelling Type (SFDU/MFDU)	\$5.00 /M
Ethnic/Ethnicity	\$10.00 /M
Home Owner	\$10.00 /M
Home Value	\$10.00 /M
Income Range	\$5.00 /M

AVERAGE INCOME

Value: **not available**

MINIMUM ORDER

Quantity:
Value: **\$250.00**

REUSE

Please inquire

Lat/Long	\$10.00 /M
Move in Date	\$3.00 /M
Phone Number	\$20.00 /M
Presence of Child	\$10.00 /M
Renter	\$10.00 /M
SCF	NO CHARGE
State	NO CHARGE
Weekly/Bi-Weekly Hotline	\$20.00 /M
Zip	NO CHARGE

UNIT OF SALE INFORMATION

Unit of sale information is not available

GENDER PROFILE

Male:	%
Female:	%

TELEMARKETING

Telemarketing is allowed

Charges:

CANCELLATION

Charges: \$75.00 /F

KEY CODING

Key Coding is available

Charges: \$2.00 /M

ADDRESSING

CD ROM	\$75.00 /F
DISKETTE	\$50.00 /F
EMAIL	\$60.00 /F
KEYING	\$2.00 /M
P/S LABELS	\$10.00 /M
PRESORT	\$1.00 /M
TITLE SLUG	NO CHARGE
ZIP + 4	NO CHARGE

SPECIAL INSTRUCTIONS