LIST SERVICE DIRECT INC.

Two Christie Heights Street, Leonia, NJ 07605 (201) 585-1447 (800) 371-5487 FAX: (201) 585-1732
E-Mail: info@listservicedirect.com
Visit us on the web at www.listservicedirect.com

ETHNIC NEW RESIDENTS

TOTAL FILE: 1.5 MILLION **BASE PRICE: $95/M**

MONTHLY HOTLINE: 70,000

AFRICAN AMERICAN, HISPANIC, JEWISH, CATHOLIC, PROTESTANT

This is a file of people that recently moved into a new home or apartment. It is compiled from multiple sources, such as, credit information, magazine change of address and new telephone connects. Multi-source compilation makes this one of the most complete new mover 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. A large percentage have children present. These individuals are seeking service and merchandise providers in their new area. A proprietary algorithm is used to identify their ethnicity.

SELECTIONS:

Geography:	$5/M
Distance of Move	$20/M
Gender	$5/M
Homeowner:	$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.