

New Movers - INCOME

Overview

SEGMENTS	COUNTS THROUGH 11/24/2007	
9,120,890	12-Month Hotline	\$85.00/M
1,025,565	Monthly Hotline	+ \$5.00/M
196,110	Weekly Hotline	+ \$10.00/M

SOURCE: Compiled, Zip+4 Overlay, Proprietary Modeling

UPDATES: Weekly

MINIMUM ORDER: 5,000

DATA CARD DESCRIPTION:

The most recent monthly nationwide list of NEW MOVERS available. Sources include new mover listings sorted by level of income and buying power. Income is selectable in thousand dollar increments and will allow for specific product and services targets based on the new movers financial abilities. Great uses include, mass mail & telemarketing to homeowners, apartment dwellers and dual income households.

COMPANY DESCRIPTION:

Goldleaf Data delivers power to your company.

Power to acquire new business by reaching new connects faster – with the most affordable business and consumer data in the market. That is the Goldleaf Data difference.

The truth is, Goldleaf Data is unlike any other new mover data company you may have tried before. We are a data originator, not a data reseller, which means we get our data – both consumer and business new connect data – **directly** from the telecommunications providers (Telcos). This makes our data fresher and more accurate. The difference Goldleaf Data makes is unmistakable.

Fresher Data. Faster Data. Better Data.

SELECTS:

Age	\$10.00/M	Key Coding	\$3.00/M
Dwelling Type	\$10.00/M	Cartridge	\$30.00/F
Ethnicity	\$15.00/M	CD-ROM	\$50.00/F
Home Value	\$10.00/M	Cheshire Labels	\$10.00/M
Phone Number	\$15.00/M	Diskette	\$50.00/F
Presence of Credit Card	\$10.00/M	Email	\$75.00/F
Geo Select	No Charge	FTP	\$75.00/F

For detailed specifications, please contact:

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