

New Movers - WITH CREDIT CARDS

Overview

SEGMENTS	COUNTS THROUGH 11/24/2007	
6,357,910	12-Month Hotline	\$85.00/M
677,882	Monthly Hotline	+ \$5.00/M
128,288	Weekly Hotline	+ \$10.00/M

SOURCE: Compiled, Zip+4 Overlay, Proprietary Modeling

UPDATES: Weekly

MINIMUM ORDER: 5,000

DATA CARD DESCRIPTION:

A winning combination for direct marketing efforts...brand new movers who have credit cards. Credit card holders, are proven to be more mail order responsive than the non-credit card population. Goldleaf's powerful new mover database is matched against the very best industry credit card information to give you the freshest and most accurate list available.

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
Income	\$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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