

New Movers - AGE

Overview

SEGMENTS	COUNTS THROUGH 11/24/2007	
9,122,712	12-Month Hotline	\$85.00/M
1,025,718	Monthly Hotline	+ \$5.00/M
196,144	Weekly Hotline	+ \$10.00/M

SOURCE: Compiled, Zip+4 Overlay, Proprietary Modeling

UPDATES: Weekly

MINIMUM ORDER: 5,000

DATA CARD DESCRIPTION:

Target your marketing efforts to the appropriate age group for your product or service with Goldleaf's NEW MOVERS BY AGE. The file takes Goldleaf's proprietary new mover data and couples it with the industry's most reliable "Age Data" resulting in a powerful target marketing tool. Select from the following ranges: 18-24, 25-34, 44-54, 55-64, 65-74 and 75-99.

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:

Home Value	\$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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