

NEW MOVERS REGISTERSM

Over 1,500,000 monthly!

Reach New Movers when they're responsive buyers

This New Mover file is updated every two weeks, and is compiled from change of address records, deed registrations, new phone connections, magazines, credit card changes, and other timely sources.

The FMP Advantage

For over 15 years, FMP has been compiling the New Movers RegisterSM. It is the largest compilation of new mover information available and is much more timely and comprehensive than other new mover files. That means you reach more prospects faster, as they are furnishing their homes and buying a variety of products and services.

Best Uses – This list is ideal for the following offers:

- Automotive
- Banking
- Catalog
- Consumer Products
- Continuity Clubs
- Credit Card
- E-Commerce
- Entertainment/Travel
- Fundraising
- Health
- Home Accessories
- Insurance
- Magazine/Newspaper
- Restaurant
- Retail
- Telecommunications
- Tourism
- Utilities
- Welcome to the Neighborhood

Universe Counts/Base List Costs/Selections

Base List Costs:

	<u>Cost Per M</u>
• 14-day Hotline (350,000+)	\$70.00
• Monthly Hotline (1,500,000+)	\$65.00
• 2-12 Month Universe (18,000,000+)	\$55.00

Selections:

• Dwelling Type (SFDU/MFDU)	\$ 5.00
• Gender/Head of Household	\$ 5.00
• Marital Status	\$ 5.00
• Median Income/Age/Home Value	\$ 5.00
• Omit/Select Inter-Intra Moves	\$ 5.00
• State/SCF/County	\$ 5.00
• Mileage Radius	\$ 6.00
• ZIP Code	\$ 6.00
• Age of Structure	\$ 7.50
• Bank/Retail Cardholders	\$ 7.50
• Distance of Move	\$ 7.50
• Households with Children	\$ 7.50
• Individual Income	\$ 7.50
• Renters	\$ 7.50
• Active Mail Order Buyers/Donors	\$10.00
• Exact Age	\$10.00
• Homeowners	\$10.00
• Previous Address (where available)	\$10.00
• Upwardly/Downwardly Mobile New Movers	\$10.00
• Ethnic Selections	\$10.00
• Telephone Numbers	\$15.00

Order Specifications

Output and Processing:

• Key Coding	\$ 2.50/M
• Special Output Formatting	\$ 2.50/M
• Carrier Route Coding	\$ 5.00/M
• Output Priority Ranking	\$ 5.00/M
• Run Charge	\$ 6.50/M
• Pressure Sensitive Labels	\$ 8.00/M
• Cartridge	\$25.00 ea
• Magnetic Tape (1600/6250)	\$25.00 ea
• Diskette	\$25.00 ea
• FTP/BBS	\$30.00 flat

Delivery:

- Shipping occurs on or before the third working day from the receipt of all required materials
- Rush service is available for an additional fee

Requirements:

- Minimum test size: 5,000 names
- Sample mail piece and mail dates
- Purchase order or signed order confirmation
- Prepayment or payment of previous orders if applicable

**Ask about our New Mover
Subscription Program!
No Minimums!**



D I R E C T

1019 West Park Avenue • Libertyville, Illinois 60048
800.995.3343 • 847.816.1919 • Fax 847.816.1969
www.fmpdirect.com