



# New Movers

## Weekly

**350,000 Per Week**  
**Base Price \$95.00 Per Thousand**  
 Includes Name, Address, City, State, Zip  
 Phones: \$20.00/M  
**Minimum Order: \$300.00**

Every week approximately 350,000 people move to new residences. New Movers are eager to establish new relationships with you. They are great prospects for home improvement offers, local retail stores, banks, grocery stores, restaurants, pharmacies, and many more. Get in the door before your competition does.

The New Mover File is compiled from a number of sources. The backbone of the file is utility hook-ups. The file is then enhanced with deed transaction data, change of address and other reliable sources.

A unique field on the CAS New Mover File is "Change in Home Value." We are calculating the increase or decrease in home values to help you identify households that are having major life event from Affluent Young Professionals to new Empty Nesters.

### New Mover Selections

Change in Home Value \$25.00/M

#### **Selection Level 1** **\$5.00**

Estimated Age  
 Estimated Income  
 Gender  
 Marital Status  
 Median Home Value  
 Dwelling Type

#### **Selection Level 2** **\$10.00**

Presence of Children

#### **Selection Level 3** **\$15.00**

Premium Ethnic Code  
 Religion Code

### **Available Output Formats:**

Cheshire Labels*(4-up)	\$ 5.00/M	Manuscript* . . . . .	\$ 8.50/M
PS Labels* . . . . .	\$12.50/M	4x6 Cards . . . . .	\$25.00/M

*\*Subject to Print Output Minimum . . . \$50 per job*

### **Output Media:**

Email . . . . .	\$25.00	CD-ROM . . . . .	\$40.00
FTP . . . . .	\$25.00	Diskette . . . . .	\$25.00
Cartridge . . . . .	\$25.00		

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