

MOVING ACROSS AMERICA

688,000 9/06 NEW MOVERS \$75/M
7,729,000 2006 NEW MOVERS \$75/M

SUMMARY: EACH MONTH, MOVING ACROSS AMERICA OFFERS CONSUMERS WHO HAVE JUST MOVED AND ARE LOOKING FOR A WIDE VARIETY OF PRODUCTS, MERCHANDISE AND SERVICES. THE FILE IS GENERATED FROM LOCAL CABLE COMPANIES, WHO HAVE RECEIVED PHONE CALLS FROM NEW MOVERS TO SET UP THEIR NEW CABLE SERVICE. NEW MOVERS, TRADITIONALLY, PURCHASE CONSIDERABLY MORE THAN THEIR NON-MOBILE NEIGHBORS. MOVING ACROSS AMERICA HAS BEEN OVERLAYED TO OFFER TYPE OF DWELLING, PRESENCE OF CHILDREN, INCOME, HOME VALUE, ETHNIC AND CREDIT CARD.

DON'T DELAY TESTING MOVING ACROSS AMERICA FOR ALL INSURANCE, CREDIT, GENERAL MERCHANDISE, SENIORS, BOOK/RECORD CLUBS, HORTICULTURAL, MAGAZINES AND MORE.

MONTHLY COUNTS:

TYPE OF DWELLING

228M SFDU

128M MFDU

EXACT AGE

73M 25-34

108M 35-44

82M 45-54

44M 55-64

35M 65+

PRESENCE OF CHILDREN

12M AGE 0-2

14M AGE 3-5

36M AGE 6-13

34M AGE 14-17

MOVACROSSM

OCTOBER 2006

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:

STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

SPLIT \$6/M

CREDIT CD \$10/M

EXACT AGE \$10/M

INCOME \$10/M

ETHNIC \$10/M

HOME VALUE \$5/M

DWELL TYPE \$5/M

PRESENCE CHILDREN
\$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

INCOME

34M \$25M-\$34M
86M \$35M-\$49M
132M \$50M-\$74M
64M \$75M-\$99M
37M \$100M+

ETHNIC

41M HISPANIC

HOME VALUE

27M UNDER \$100M
52M \$100M-\$149M
70M \$150M-\$199M
186M \$200M+

DEMOGRAPHICS: 50% MALE
50% FEMALE

SOURCE: 100% CABLE COMPANY RECORDS

CANCELLATION

POLICY: ALL ORDERS CANCELLED AFTER MAIL
DATE WILL BE BILLED AT FULL RENTAL
RATES. ORDERS CANCELLED PRIOR TO
MAIL DATE WILL BE BILLED RUNNING
CHARGES + \$50.00 FLAT FEE.