

**PRIME NEW HOME OWNERS**

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600,000 12/09 NEW HOME OWNERS \$80/M +\$5/M  
6,600,000 2009 NEW HOME OWNERS \$80/M  
7,200,000 2008 NEW HOME OWNERS \$80/M  
2,890,000 2007 NEW HOME OWNERS \$80/M

SUMMARY: THESE NEW HOME OWNERS ARE ONE OF THE STRONGEST AND MOST RESPONSIVE AUDIENCES FOR DIRECT MARKETERS. THEY REPRESENT A VERY DESIRABLE AUDIENCE IN NEED OF A WIDE VARIETY OF PRODUCTS AND SERVICES. FROM FURNISHINGS, HOUSEWARES AND INTERNET PROVIDERS TO GENERAL MERCHANDISE, AND CREDIT CARDS, THESE NEW HOME OWNERS ARE IN A BUYING MOOD. ADDITIONALLY, CHOOSE FROM THE FOLLOWING SELECTIONS TO FURTHER PINPOINT YOUR DESIRED AUDIENCE: SALE PRICE, SALE DATE, MORTGAGE AMOUNT, LENDER NAME, EXACT AGE, INCOME, PRESENCE OF CHILDREN, TYPE OF DWELLING UNIT, AND CREDIT CARDS.

SOURCE: PUBLIC RECORDS, WARRANTY AND SECURITY DEED TRANSACTIONS

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.

**PRIMEM**

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JANUARY 2010

MATERIAL :  
E-MAIL \$60/F

SELECTIONS:  
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

AGE \$10/M

CREDIT CD \$10/M

INCOME \$7/M

DWELL TYPE \$7/M

PRESENCE CHILDREN  
\$10/M

SALES PRICE \$7/M

SALES DATE \$7/M

MORTGAGE AMT \$7/M

LENDER NAME \$7/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000