

After the Move

Hispanic New Mover Hotline

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|---------|-----------------|---------|
| 204,400 | 1 Month Hotline | \$100/M |
| 650,000 | 3 Month Hotline | \$95/M |

After the Move Hispanic New Mover Hotline brings the latest and most recent resident information on the Hispanic market today. Enhanced with ethnic data from top name overlay technology this file is phone verified to ensure maximum accuracy. Data is gathered on a daily basis from new homeowner records, change of address data, utility companies, and proprietary sources confirming the latest documentation on this life changing trigger event. The records then undergo a validation process to ensure the most accurate deliverability.

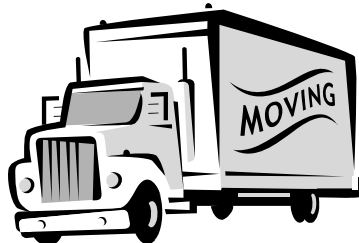
These consumers are looking for all the things they need to make their new home their own. They are decorating and personalizing their new home which makes them perfect prospects for offers including: Spanish Speaking offers, home décor, landscaping, furniture, insurance, financing, computers, internet, home office, Hispanic publications, apparel, entertainment and much more!

Additional Information

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|------------------|---|
| Source: | Compiled |
| Updated: | Monthly |
| Minimum Order: | 10,000 |
| Specifications: | Sample Mail Piece Required |
| Materials: | Mag Tape, Cartridge, CD Rom \$25/F Email, FTP \$50/F |
| Net Arrangement: | Please Inquire |

Selections

| | |
|----------------------|--------|
| Age/Date of Birth | \$12/M |
| Geography | \$10/M |
| Gender | \$10/M |
| Income | \$12/M |
| Presence of Children | \$16/M |
| Home Value | \$16/M |
| Distance of Move | \$16/M |
| Phones | \$50/M |



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