

# Residential Database

<u>SELECTIONS WITH COUNTS</u>			
<b>Total Universe (est.)</b>	<b>152,000,000</b>		
	<u>Quantity Available</u>		<u>Cost/M</u>
Residential Addresses	138,325,000	\$	8.50 *
Business Addresses	13,734,000	\$	8.50 *
ResPlus Names**	93,767,000	\$	12.50 *

\* Quantity discounts available  
 \*\* Head of Household Name where available

<u>OTHER SELECTIONS</u>	
<u>Geographic Selections</u>	<u>Cost/M</u>
Carrier Route	
Zip Code	
Census Block	
County	
SCF	
State	
<u>Demographic Selections</u>	
Dwelling Type	\$ 1.50
Homeowner/Renter	\$ 1.50
Length of Residence	\$ 1.50
Median Age	\$ 1.50
Median Household Income	\$ 1.50
Median Home Value	\$ 1.50
Education Level	\$ 1.50
Presence of Child(ren)	\$ 1.50
Child(ren) Age Range	\$ 1.50
Gender	\$ 1.50
Ethnicity	\$ 1.50
<u>Lifestyle Selections</u>	
Home Enthusiasts	\$ 2.50
Audio/Video Enthusiasts	\$ 2.50
Upscale/Affluence Indicator	\$ 2.50

<b>Minimum Order (Flat Rate)</b>	<b>\$ 100.00</b>
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<b>Summary Description: All U.S. residential addresses.</b>
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<b>List Source:</b>	<b>Complied</b>
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**PERSONNEL**

National Association of Advertising Distributors, Inc.	Phone:	800-465-8821
Keith Judkins, Executive Vice President	Phone:	918-272-5337
10309 E 95th ST. N	Fax:	918-272-1021
Owasso, OK 74055	Email:	<a href="mailto:2kjudkins@cox.net">2kjudkins@cox.net</a>

\*\* To make a data inquiry or request a data quote please contact your local NAAD member

**REGIONAL CONTACTS**

<u>Location</u>	<u>States</u>	<u>Contact Name</u>	<u>Company Name</u>	<u>Contact Phone</u>	<u>Contact Email</u>
<b>Northeast</b>	MA/RI/NH/VT/ME	Greg McGurin	Globe Direct	508-871-1906	gmcgurin@globe.com
	NY	Kerry Gradel	PJ Green	315-724-7677	pjg@pjgreen.com
<b>Midwest</b>	OH	Michelle Hilston	Consolidated Graphics	216-881-9191	mhilston@cgginc.com
	IN	Bob Faris, Jr	Faris Mailing, Inc	317-246-3315	bfaris@farismailing.net
	MI	Robert Tokar	Wolverine Solutions	313-873-6800	sales@wolverinemail.com
	MN/ND/IA	Mark Keefe	PrimeNet Marketing	727-447-6245	mkeefe@primenet.com
<b>West</b>	OK	Rob Schultheis	Oklahoman Direct	405-475-4170	rschulteis@opubco.com
	TX	Ron Garrow	National Mail Advert	713-869-8551	ron.garrow@nationalmail.com
	NM/MO/KS/WI	Ron Friedle	Publisher's Mail Svc	414-354-1423	rfriedle@publishersmail.com
	AZ	Bob Faris, Jr	Faris Mailing, Inc	317-246-3315	bfaris@farismailing.net
<b>All other states - not listed:</b>		Pat Wiley	Compact Info Syster	425-869-1379	pat@cis.com

**DATA CARD DESCRIPTION**

The National Resident Database is a comprehensive computerized delivery sequence (CDS) file covering the United States. The file is updated monthly. It is fully qualified by the United States Postal Service as well as fully CASS certified and enables mailers to saturate entire carrier routes, neighborhoods, ZIP Codes, counties or other geographic selections. It takes advantage of the lowest postage prices offered by the United States Postal Service.

> Enhance your selection by using the National Resident Database demographic selects. Neighborhood demographic data is appended to our list at a carrier route level, enabling you to target those carrier routes which may be the best prospects for your product or service. Selections cover a wide range of median statistics including income, home value, age, education, families with presence of children or, even lifestyle profiles such as Do-It-Yourself, Investor, Audio/Video, Connoisseur or Home & Garden enthusiasts.

> For customers who like the affordability of saturation mailings rates but want to consider using names to lend more personalization, try our ResPlus product. Through a proprietary process with a consumer list partner, ResPlus offers head of household names where available. Selections with names vary by Zip code but are often in the 70-75% range for most major metropolitan areas. This allows a fully saturated, maximum discount resident list to be obtained with the head of household name substituted for "RESIDENT" or "OCCUPANT" where a name is available.

**METHOD OF ADDRESSING**

Email/Electronic Transfer      \$                      25.00                      Flat/File

**Delivery Schedule:** 24 hour turnaround available

**SRDS Classification**

USA - Consumer - 586 - Occupant & Resident

**RESTRICTIONS:**

Sample mailing piece may be required