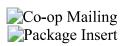


Our Town America National New Mover

The Our Town America National New Mover Insert is included in "America's Premier Welcoming Program". Your Pieces will accompany the attractively-packaged New Mover Mailing which includes: a Welcome Letter, Personalized Gift Certificates and a New Mover Survey. For over 48 years, the Our Town America new movers have proven to be highly-motivated direct mail consumers responding well to a variety of offers, including: apparel • books • checks & labels • collectibles • continuity • credit cards • electronics • finance • food • fund-raising • housewares • gardening • health • hobby • insurance • music/video • outdoor • publishing • travel and more!

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, 100% COMPILED SEE TEXT

GEOGRAPHY

USA

MAINTENANCE

Market Entry 10/30/1995 New to Manager Counts Through 01/01/2021

DATA CARD MAINTENANCE

 New To System
 05/09/2001

 Last Update
 12/13/2021

 Next Update
 12/01/2121

 Update Frequency
 QUARTERLY

SEGMENTS

 4,730,000
 Total Universe / Universe Rate
 \$40.00/M

 4,730,000
 Annually
 \$40.00/M

DESCRIPTION

Maximum Size: 5 1/2" x 8 1/2" Maximum Weight: .0625 lbs Min. Paper Weight: 45 Lbs Maximum Inserts: Inquire

Materials Due: 10th of each month preceding the mail month

A monthly Co-operative direct mail program that targets **New Residents**, giving you the vehicle you need to establish long-lasting buying habits with millions of new movers.

The mailing provides a "Good Neighbor" service by bringing Local Merchants and National Companies to new movers during the **crucial 3-8 week period after the move** (a time where movers think about their needs and the businesses which can best meet them). Our Town America combines the presentation of the best solo mail product, the cost effectiveness of co-operative mail and the sprit of local community sponsorship.

Additional Charges: State Select Over Weight

Hand Insertion

Our Town America mailings are sent to new movers from the 20th to the 15th of each month.

Media: Change of Address Information, sources including Deed Transactions, Magazine Subscriptions, Credit Card and Utility Companies

Dimensions:

Magnet Coated Card Stock- 100 Lbs Max.

Card Stock: 65 Lbs Max.

Folding- To be done by printer/client. No accordion or "Z" fold Business Reply Cards: Must adhere to postal regulations Packaged CD's- 0.535 Lbs Max. (subject to overweight charge)

DIMENSIONS AVERAGE INCOME

Maximum Size 5 1/2" x 8 1/2" Value not available
Minimum Size 2" x 3"

Oversized No MINIMUM ORDER

Maximum Weight Inquire Overweight Inquire Inquire Minimum Quantity Minimum Price \$50.00

SELECTS
Change of Address
NO CHARGE

State \$10.00/M EXCHANGES
Exchange is not allowed

 GENDER
 CANCELLATION

 Male
 25%
 Charges
 \$10.00/M

Female 75%

CANCELLATION INSTRUCTIONS

Orders may be cancelled 90 days prior to mail date without incurring cancellation charges. Advertiser/ Agency is liable for cancellation fees if cancelled within 90 days of requested mail month.

KEY CODING

Key Coding is not available

FEES

SPECIAL INSTRUCTIONS

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