



## 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



Co-op Mailing  
Package Insert

### SOURCE

Compiled lists, Multi Sourced, 100%  
COMPILED SEE TEXT

### GEOGRAPHY

USA

### SEGMENTS

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

### MAINTENANCE

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

### DATA CARD MAINTENANCE

New To System	<b>05/09/2001</b>
Last Update	<b>12/13/2021</b>
Next Update	<b>12/01/2121</b>
Update Frequency	<b>QUARTERLY</b>

### 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 spirit 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)

<b>DIMENSIONS</b>		<b>AVERAGE INCOME</b>	
Maximum Size	5 1/2" x 8 1/2"	Value	not available
Minimum Size	2" x 3"		
Oversized	No	<b>MINIMUM ORDER</b>	
Maximum Weight	Inquire	100,000	
Overweight	Inquire	Minimum Quantity	150,000
		Minimum Price	\$50.00
<b>SELECTS</b>		<b>EXCHANGES</b>	
Change of Address	NO CHARGE	Exchange is not allowed	
State	\$10.00/M		
<b>GENDER</b>		<b>CANCELLATION</b>	
Male	25%	Charges	\$10.00/M
Female	75%		
<b>CANCELLATION INSTRUCTIONS</b>			
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.			
<b>KEY CODING</b>			
Key Coding is not available			
<b>FEES</b>			
<b>SPECIAL INSTRUCTIONS</b>			