

Toy Collection Mailing List Services

Clean up your store list, append, de-duplicate or prospect with confidence!

Rented Mailing Lists: Select households by zip codes, income levels, parents (kids age 0-10), grandparents (age 55+), single family homes, etc. Rent names for a single mailing, or save with 12 months of unlimited use. Source codes available to track your response with mail panel coupons.

- \$70 /thousand one-time use • \$100 /thousand unlimited 12-month use
- \$300 minimum • 15% discount 30,000+ records

Resident/Occupant Lists: Select carrier routes to mail all households in those neighborhoods with discounted postal rates.

- \$20 /thousand (one-time use only)
- \$100 minimum • 15% discount 30,000+

Merge/Purge Service: Removes duplicates within a single or multiple lists.

- \$225 for up to 2 lists • add \$30 each add'l file • add \$75 files 50,000+
- Rush fee of \$100 applies to Holiday Catalog lists sent after June 26, 2015

Append Service: Compile multiple lists without de-duplication service.

- \$30 per additional file.

List Clean-Up or other file manipulation: Standardize your list file, remove incomplete addresses, etc.

- \$60/hour

NCOA: Keep an up-to-date store list with National Change of Address. We'll find anyone on your list that has moved in the last 18 months (48 month service also available). We recommend this service annually. NCOA service does NOT REMOVE DUPLICATE records, add Merge/Purge Service if needed.

- 18 Month NCOA Service: \$75 up to 10,000 records • \$100 up to 20,000 • \$150 up to 35,000
- 48 Month NCOA Service: \$125 up to 10,000 records • \$185 up to 20,000 • \$275 up to 35,000

Every Door Direct: No mailing list is required for this "saturation-type" mailing. Use tool at www.usps.com/eddmtool to select neighborhoods. We ship catalogs or flyers to you to bundle and deliver to your local post office already imprinted with the EDDM permit and mail panel. Saturation postage rates apply (estimated postage \$0.20-.25 per piece).

Use standard address abbreviations when entering contacts for a better match with USPS data and cheaper postage!

Request List Counts & Services Here:

- Run same zips as last year
- Run all zips in _____ mile radius of my store
- Run these zips, cities or counties: _____

Household type: check all to apply

- Households with kids age 0-10
- Households with kids age 0-5
- Household head 55+ (grandparents)
- All households
- Resident/Occupant (no income select)

Household income:

- Greater than \$40,000
- Greater than \$50,000
- Greater than \$60,000
- Greater than \$75,000
- Greater than \$100,000

Rental Usage: One-time use 12-month use **Rental Qty (approx.):** _____ **Store List Qty:** _____

Service requested: Merge/Purge Append NCOA 18 mo NCOA 48 mo File Clean-Up

Qty of bulk catalogs needed? _____ (we recommend 200+ catalogs reserved for store use)

Store Name: _____

Contact: _____

Toy Collection

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