

# Resident Occupant-Saturation List

Total Universe: 150,000,000

Base Rate: \$15.00/M



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## Description Summary

With virtually 100% coverage, our Resident Occupant Saturation database reaches every mailable address in America. Regarded as the most accurate saturation database available on the market today, it consists of both residential and business address information that is serviced by the USPS®. When you need to ensure your direct mail will reach every possible prospect in an area, it's the only list you need. Based on the density of this file, it will automatically qualify for saturation - walk sequence postage rates. Its accuracy is guaranteed due to our consistent monthly updates using a proprietary system that ensures accuracy and deliverability. When you need a reliable list to saturate your marketing area and reach every viable prospect in a community we have you covered.

## How our Data is Compiled

The foundation of our saturation file is the United States Postal Service®. The database is then enhanced with current census information and proprietary data sources. It meets all the standards to qualify for saturation / walk sequence discounts and is fully CASS™ certified. This file is updated monthly to ensure accuracy and compliance, the list is also DPV processed (Delivery Point Validation).

## Consider the facts:

- 140 million residential addresses
- 11 million business addresses
- Postage savings of at least 7 – 9 Cents Std Mail Rates
- Updated monthly
- Meets USPS® 90/75 rule for saturation rates
- Most cost-effective means to deliver your message

## Recommended Usage

This list is ideal for saturation mailings. The list is fully “walk sequenced” which allows for the lowest postage rates available. Records are addressed as “Resident” or “Occupant” to ensure the highest possible deliverability. It's ideal for any marketer who is looking to mail to every address in a target geography (Automotive, Retail, Community Publications, Coupons, Home Services, New Business Announcements, Newsletters and Flyers, Political Leaflets, Sale Announcements and more).

## Selects (may incur additional charges)

HH Name  
Gender  
Renter/Owner  
Apartment  
PO Boxes

Census Track  
Latitude & Longitude  
Median Income  
Median Home Value  
Average Age

Average Household Size  
Percent with Children  
Percent Own Home  
Percent Rent Home  
Dwelling Type (MFDU / SFDU)

Mobile Homes/Trailers  
Seasonal Addresses  
Businesses  
Ethnic Groups  
Years of Education

\* Our Resident Occupant File does not contain names of residents unless requested. - Records are addressed to “Resident” or “Occupant” at an address.

## Market Type

Consumer & Business

## List Channels

Postal

## List ID

ALD799

## Source

Compiled, USPS

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 10,000

Price: \$150.00

## Net Name

Please Inquire

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Inquire

## Key Coding

Please Inquire

## Commission

A standard 20% broker/agency commission is extended to all trade participants

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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