

**SATURATION RESIDENT DATABASE**

182,397,044 OCCUPANT RESIDENTS \$15.00/M

GENDER IS  
SELECTABLE

THIS IS THE MOST COMPREHENSIVE AND ACCURATE RESIDENT LIST IN THE INDUSTRY. WITH THE SATURATION RESIDENT DATABASE YOU CAN REACH EVERY POTENTIAL CUSTOMER IN YOUR TARGET MARKET AREA. YOU GET AMERICA'S MOST COMPLETE NATIONAL RESIDENT AND BUSINESS ADDRESS LIST IN THE MARKETPLACE TODAY.

MINIMUM ORDER:  
\$250.00

WITH AN OCCUPANT OR SATURATION MAILING, YOU CAN TARGET ENTIRE NEIGHBORHOODS, COUNTIES, AND STATES. THE USPS OFFERS POSTAGE DISCOUNTS BASED ON THE NUMBER OF PIECES MAILED IN EACH POSTAL CARRIER ROUTE OR NEIGHBORHOOD. A CARRIER ROUTE IS SIMPLY THE GROUPING OF ADDRESSES THAT A POSTAL EMPLOYEE DELIVERS TO ON A DAILY BASIS. TO QUALIFY FOR A SATURATION RATE, YOU MUST MAIL TO AT LEAST 90% OF THE ACTIVE RESIDENTIAL ADDRESSES OR AT LEAST 75% OF THE TOTAL NUMBER OF RESIDENTIAL AND BUSINESS ADDRESSES IN EACH CARRIER ROUTE RECEIVING YOUR MAIL. THE SATURATION RESIDENT DATABASE OFFERS THIS ABILITY TO MAXIMIZE YOUR POSTAL SAVINGS.

SAMPLE REQUIRED

UPDATED MONTHLY

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: COMPILED AND SELF-REPORTED DATA

SELECTIONS: GEOGRAPHY	\$3.00/M
DEMOGRAPHICS	\$5.00/M
ETHNICITY	\$10.00/M
DWELLING TYPE	\$2.00/M
OWNERSHIP	\$3.00/M
LIFESTYLE	\$15.00/M
NEW CONSTRUCTION RECENCY	\$10.00/M
EMAIL	\$50.00

CONTACT LIST MANAGER: [scott@midwestdm.com](mailto:scott@midwestdm.com)**Midwest Direct Marketing, Inc.**

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