

Canada Complete™: New Addresses

A unique mailing list that reaches newly constructed residential addresses that have just started to receive mail delivery with confirmed occupancy. A key benefit is that new home owners and renters are a prime audience for marketing and advertising messages. Canada Post registers over 100,000 new residential addresses every year, including new subdivisions and condominiums.

General Details

Type	Consumer, Movers
List universe	124,067
Minimum order	5,000
Base cost / thousand	\$32.50
List updated	Monthly

Complimentary Services

Address Accuracy, including Statement of Accuracy	✓
National Change of Address (NCOA)	✓
Canadian Marketing Association 'Do Not Mail' suppression	✓
Deceased suppression	✓
Secure File Transfer	✓

Movers	Costs
New addresses	\$17.50/M
1-month recency	\$25.00/M
2-month recency	\$25.00/M
3-month recency	\$20.00/M
4-month recency	\$20.00/M
5-month recency	\$20.00/M
6 and 9-month recency	\$15.00/M
12-month recency	\$15.00/M

Automotive	Costs
Vehicle type	\$60.00/M
Vehicle make	\$60.00/M
Year	\$60.00/M
Country of origin	\$60.00/M
Parent model	\$60.00/M

Selects	Costs
Geography	\$10.00/M
Consumer names	N/A
Residence type (houses / apt.)	\$20.00/M
French language indicator (QC)	\$10.00/M
Residential mail volume	\$25.00/M
Mail recipients	\$40.00/M
Residence Ownership (own / rent)	\$20.00/M

Ecommerce	Costs
Ecommerce recipients	\$10.00/M
Fashion	\$40.00/M
Health & beauty	\$40.00/M
Books, music, video	\$40.00/M
Mass merchants	\$40.00/M

Demographics	Costs
Gender	\$10.00/M
Age	\$20.00/M
Household income	\$20.00/M
Marital status	\$20.00/M
Ethnicity	\$20.00/M
Credit score	\$40.00/M
Mother tongue	\$20.00/M

Interests	Costs
Charitable donors	\$20.00/M
Travel frequency	\$20.00/M
Reading preferences	\$20.00/M
Mail order buyers	\$20.00/M
Common ailments	\$20.00/M

Lifestyle	Costs
PRIZM5	\$15.00/M
PRIZM QC	\$15.00/M

Additional services	Costs
Suppression of customer lists	\$10.00/M
'Do Not Call' suppression	\$350.00/F
Key coding	\$5.00/M
File split	\$50.00/F

Re-use (<100,000 records)	Costs
Base cost	\$22.50/M
Select(s) cost	50% off
Re-use (>100,000 records)	Costs
Base cost	Waived
Select(s) cost	50% off

Provincial Breakdown

AB	18,126	ON	47,673
BC	18,843	PEI	308
MB	4,272	QC	24,985
NB	1,421	SK	2,767
NL	925	NT	273
NS	4,307	YK	167

List Terms

- » For one-time use only
- » Cancellation fee: \$500.00/F
- » List valid for 90 days
- » List orders greater than 100,000 records are eligible for additional savings
- » Full terms and conditions are set out in the List Rental Agreement