

Canada Complete™: Automotive

Gain access to one of the most robust automotive information available. This list allows targeting of prospects, based on aggregated automotive data from the leading automotive data collector, IHS Automotive, Driven by POLK. Customize your messaging with insights on a neighbourhood's vehicle type, make, country of origin, and year. All address records are validated to ensure accuracy and completeness (including full apartment and suite information).

General Details

Type	Consumer, Automotive
List universe	13,467,720
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	✓

Make	Costs
BMW	\$60.00/M
Honda	\$60.00/M
Ford	\$60.00/M
Chrysler	\$60.00/M
Chevrolet	\$60.00/M
Infiniti	\$60.00/M
Toyota	\$60.00/M
Mercedes	\$60.00/M

Type	Costs
Compact	\$60.00/M
Full size	\$60.00/M
Luxury	\$60.00/M
Intermediate SUV	\$60.00/M
Large pick up	\$60.00/M
Luxury sport	\$60.00/M
Sport	\$60.00/M
Subcompact	\$60.00/M

Year	Costs
2014 to 2015	\$60.00/M
2012 to 2013	\$60.00/M
2010 to 2011	\$60.00/M
2008 to 2009	\$60.00/M
2006 to 2007	\$60.00/M
2004 to 2005	\$60.00/M
2001 to 2004	\$60.00/M
1981 to 2000	\$60.00/M

Parent Brand	Costs
BMW	\$60.00/M
Chrysler	\$60.00/M
Honda	\$60.00/M
Mazda	\$60.00/M
Mercedes	\$60.00/M
Nissan	\$60.00/M
Subaru	\$60.00/M
Toyota	\$60.00/M
Volkswagon	\$60.00/M
Volvo	\$60.00/M

Country of Origin	Costs
American	\$60.00/M
German	\$60.00/M
Japanese	\$60.00/M
British	\$60.00/M
Italian	\$60.00/M
Korean	\$60.00/M
France	\$60.00/M
Swiss	\$60.00/M
Swedish	\$60.00/M
Russian	\$60.00/M

Selects	Costs
Consumer names	\$20.00/M
Geography	\$10.00/M
Telephone numbers	\$25.00/M
Residence type (houses / apt)	\$20.00/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

National Vehicle Type Counts	
Compact	1,611,989
Full size	601,397
Luxury	1,460,478
Intermediate SUV	1,336,388
Large pick up	1,473,908
Sport	1,311,569

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	

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

For information on additional selects, please call 1-877-281-4137