

# Canada Complete™: PRIZM5

Enhance your mailing list by targeting neighbourhoods based on their interests, behaviours, and lifestyle. Gain access to a segmentation system created by Environics Analytics that classifies Canada's neighbourhoods into one of 68 lifestyle types to provide insights in the behaviour and mindsets of consumers. All address records are validated to ensure accuracy and completeness (including full apartment and suite information).

## General Details

Type	Consumer, Lifestyle
List universe	13,467,720
Minimum order	5,000
Base cost / thousand	\$47.50
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	✓

Lifestyle	Costs
Cosmopolitan Elite	Included (min. 3 clusters)
Urbane Villagers	
Winner's Circle	
Kids & Careers	
Boomerang City	
Emptying Nests	
Street Scenes	
Asian Avenues	
South Asian Achievers	
Fresh Air Families	
Metro Multiculturals	
La Vie est Belle	
Trucks and Trades	
Our Time	
Vielle École	
Jeunes et Actifs	
Traditional Town Living	
Suburban Scramble	
Striving Startups	
Single City Jazz	

Selects	Costs
Consumer names	\$20.00/M
Geography	\$10.00/M
Telephone numbers	\$25.00/M
Residence type (houses / apt.)	\$20.00/M
Parcel lock box	\$20.00/M
French language indicator (QC)	\$10.00/M
Residential mail volume	\$40.00/M
Mail recipients	\$25.00/M

Ecommerce	Costs
Ecommerce recipients	\$10.00/M
Mass merchants	\$40.00/M
Fashion	\$40.00/M
Health and beauty	\$40.00/M
Books, music, video	\$40.00/M
Consumer electronics	\$40.00/M
Sporting goods	\$40.00/M

Lifestyle	Costs
PRIZM QC	\$15.00/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
Mother tongue	\$20.00/M
Credit score	\$40.00/M
Education	\$20.00/M

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

## National High-level PRIZM Clusters

Urban Elite	488,470
Exurban Elite	813,864
Urban Young	458,092
Suburban Upscale Ethnic	774,975
Exurban Midscale	941,002
Suburban Francophone	809,490

## 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