

## Resident Lists

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Whether you are targeting a single neighborhood or the entire nation, the flexibility of our Resident mailing lists allows you to reach every "resident" in the US with the best postal discounts and the fastest delivery available.

Our ADVO Resident List is the largest, most accurate and most frequently updated list in the nation. The ***ADVO Resident List is updated 6 times a year*** to deliver the most current information. Being "up to date" is vital in the mailing list business! Why waste your marketing money on obsolete mailing lists?

**Choose** the right list to meet the needs of your marketing campaign:

- **Resident List:** All deliverable residential addresses, including every home, apartment, rural route, mobile home and post office box in the United States. No names; "Resident" is used in the name field.
- **Resident Plus List:** Residential addresses plus names where available (70%) in the United States, including every home, apartment, rural route, mobile home and post office box. Increase your response rate with the Resident Plus List.
- **Generic Business List:** Business addresses with no name. "Business Patron" is used in the name field.

**Take advantage** of the best national, resident targeted, saturation lists available on the market today.

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Dates of Resident List updates, with mailings dates good until:

- Feb 15 CASS                      Good until May 31
- April 15 CASS                    Good until July 31
- June 15 CASS                     Good until September 30
- August 15 CASS                 Good until November 30
- October 15 CASS                Good until January 31
- December 15 CASS             Good until March 31