



Direct Mail Made Easy

4125 New Holland Rd
Mohnton, PA 19540

12/12/2018

David Bloch – American Heating and Cooling

- Verified Homeowners in the below zip codes of both single family and multi family homes that are at least 20 years old, with 2,499 square feet or less. All income levels are also provided from less than 15K to over 125K.
- There are a total of 35,939 addresses in the report below. If all addresses were mailed to your cost per piece for a 5.5" x 10.5" double sided postcard on 100# cover would be \$.445. This would be a total of \$15,992.86
- For lesser quantities the price per piece would be as follows
 - o - 20K - \$.46
 - o - 15K - \$.465
 - o - 10K - \$.475
 - o - 5K - \$.52
- All pricing includes complete design, postage, addressing and pre sorted mailing.

REPORT

Report Breakdown By: Zipcode		
Zipcode	Description	# Records
12401	KINGSTON, NY	5877
12402	KINGSTON, NY	157
12459	NEW KINGSTON, NY	66
12477	SAUGERTIES, NY	3686
12498	WOODSTOCK, NY	1239
12524	FISHKILL, NY	2902
12550	NEWBURGH, NY	6977
12551	NEWBURGH, NY	51
12552	NEWBURGH, NY	31
12572	RHINEBECK, NY	1779
12601	POUGHKEEPSIE, NY	4401
12602	POUGHKEEPSIE, NY	31
12603	POUGHKEEPSIE, NY	8555
13122	NEW WOODSTOCK, NY	187
Total		35939

Report Breakdown By: Dwelling Type		
Dwelling Type	Description	# Records
M	Multi-Family Dwelling Unit	1279
S	Single Family Dwelling Unit	34376
X	Unknown/Uncoded	284
Total		35939

Report Breakdown By: Home - Square Footage in Ranges

Home - Square Footage in Ranges	Description	# Records
A	Less than 750 feet	810
B	750-999 feet	3448
C	1,000-1,249 feet	8936
D	1,250-1,499 feet	8247
E	1,500-1,749 feet	5964
F	1,750-1,999 feet	3800
G	2,000-2,499 feet	4734
Total		35939

Report Breakdown By: Income - Estimated		
Income - Estimated	Description	# Records
0	Uncoded/Null	1946
1	Less than \$15,000	784
2	\$15,000 - \$19,999	871
3	\$20,000 - \$29,999	1624
4	\$30,000 - \$39,999	2354
5	\$40,000 - \$49,999	3708
6	\$50,000 - \$74,999	9621
7	\$75,000 - \$99,999	6699
8	\$100,000 - \$124,999	3108
9	\$125,000 +	5224
Total		35939

Report Breakdown By: Telephone Number		
Telephone Number	Description	# Records
0	No Phone Present	32755
1	Only Records with a Telephone Number	3184
Total		35939

Report Breakdown By: Home - Year Built	
Home - Year Built	# Records
1694	1
1700	5
1710	1
1716	1
1720	3
1729	1
1730	1
1731	1
1732	1
1735	1
1740	1
1742	1
1743	1
1750	5
1752	1
1760	6
1763	1
1765	1
1770	6

1771	1
1772	3
1773	1
1775	5
1780	4
1781	1
1785	1
1786	1
1787	4
1790	9
1795	2
1797	1
1798	1
1800	48
1801	1
1803	2
1804	2
1805	2
1806	5
1810	6
1811	1
1812	2
1814	1
1815	1
1820	23
1822	5
1824	4
1825	8
1826	1
1828	4
1829	2
1830	28
1831	1
1832	1
1834	3
1835	6
1836	2
1837	5
1838	4
1839	1
1840	60
1842	1
1843	2
1844	1
1845	8
1846	2
1847	2
1848	5
1849	2
1850	119
1851	4
1852	3
1853	4

1854	5
1855	2
1856	10
1857	2
1858	9
1859	3
1860	75
1861	2
1862	3
1863	4
1864	6
1865	17
1866	4
1867	6
1868	15
1869	7
1870	157
1871	10
1872	8
1873	5
1874	12
1875	71
1876	14
1877	16
1878	53
1879	5
1880	237
1881	7
1882	8
1883	7
1884	6
1885	54
1886	10
1887	23
1888	29
1889	12
1890	477
1891	16
1892	15
1893	20
1894	9
1895	90
1896	30
1897	18
1898	66
1899	21
1900	1212
1901	33
1902	37
1903	41
1904	27
1905	81
1906	25

1907	32
1908	31
1909	15
1910	558
1911	36
1912	44
1913	29
1914	36
1915	129
1916	35
1917	33
1918	128
1919	24
1920	1090
1921	182
1922	90
1923	83
1924	129
1925	522
1926	133
1927	157
1928	184
1929	108
1930	869
1931	143
1932	133
1933	80
1934	79
1935	314
1936	108
1937	129
1938	140
1939	136
1940	693
1941	135
1942	110
1943	48
1944	53
1945	349
1946	172
1947	236
1948	360
1949	277
1950	1178
1951	511
1952	564
1953	461
1954	592
1955	1221
1956	985
1957	739
1958	744
1959	502

1960	1367
1961	420
1962	662
1963	603
1964	619
1965	956
1966	487
1967	379
1968	507
1969	381
1970	549
1971	473
1972	509
1973	543
1974	439
1975	388
1976	399
1977	198
1978	260
1979	299
1980	346
1981	237
1982	215
1983	283
1984	449
1985	495
1986	525
1987	505
1988	498
1989	376
1990	353
1991	282
1992	302
1993	209
1994	213
1995	148
1996	200
1997	232
1998	177
Total	35939

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