



# Occupant / Saturation Mailing List

**150,000 Occupant Mailing List**  
Occupant, Saturation, Walk Sequence  
Nationwide Mailing List  
**Base Price \$12.00 Per Thousand**  
Includes Address, City, State, Zip  
**Minimum Order: \$100.00**

## Valassis Occupant List...

The Valassis Occupant List, (formerly ADVO) also known as a "Saturation", "Occ/Res", or "Walk Sequence" list is for mailings with targeted offers aimed at the true customer base of a business. With an Occupant or Saturation mailing, you can target entire neighborhoods, counties, and states. In addition to savings in preparation and postage, you can also put your mailing into potential customers' hands very quickly. Using the Occupant/Saturation mailing list may save you 4-5 cents per piece on standard class postage.

## CAS is proud to offer...

the largest, most comprehensive and accurate Occupant list in the industry. With the Valassis business and residential database you can reach every potential customer in your target market area. The Occupant/Saturation mailing list brings you the most complete national resident and business address list in the marketplace today.

### Additional targeting criteria are available. Call for charges.

- Geography - State, County, City, SCF, ZIP Code & Carrier Route
- Demographics - Age, Gender, Income, Home Value
- Ethnicity - African American, Asian, Hispanic
- Dwelling Type - Single Family, Multi-Family, Trailer
- Ownership - Renter, Owner, P.O. Box
- Lifestyle - Health & Fitness, Do It Yourself, Travel
- Residential or Business
- New Construction Recency - Weekly, Monthly

## How To Get Saturation Rates...

The USPS offers postage discounts based on the number of pieces mailed in each postal carrier route or neighborhood. To qualify for a saturation rate, you must mail to at least 90% of the active residential addresses or at least 75% of the total number of residential and business addresses in each carrier route receiving your mail. The CAS Occupant list offers this ability to maximize your postal savings.

The USPS also requires that a saturation list be sorted in "walk sequence." Organizing a list in walk sequence limits the interaction the USPS has with the mail piece by placing each piece in the order that the mail carriers walk/drive their route. This significantly lowers your postage rate, dropping it down from the ever-rising first class rates by as much as 60%. CAS can help you obtain the lowest possible discounts among any of the available postal discounts.

The Valassis Occupant list is always provided in walk sequence. Additionally, if you provide the weight and thickness of the piece as well as the zip code of the post office you are planning to mail it from, CAS can also coordinate the postal presort.

The advantages of using the CAS Residential Database are clear: Mail to every available potential customer in your area and benefit from the most substantial postage savings.

