



# Parents of School Age Children Mailing Lists

## Focus Your Marketing Efforts By Reaching Parents and Individuals Caring for Children

Parents and caregivers of school age children are a lucrative consumer market buying goods and services for babies, toddlers and teens. Their purchases include everything from educational materials to clothing, electronics, sporting equipment and more. Reach this market with our Parents Mailing list, which contains millions of records of U.S. households with one or more children. This database is ideal for doctors and pediatricians, private schools, childcare and summer camps, electronic and toy companies, kid-friendly restaurants, vacation companies and more.

### Features & Benefits

- Updated monthly
- 95% Deliverability Guarantee
- Taps into 27 million records of U.S. households with children
- USPS® CASS™ processed for improved deliverability
- NCOA<sup>Link</sup>® processed for change of address information

### Pricing

Call 800.800.6245 for Specialty List Pricing



### Select Options

Contact Name; Address; Household Income; Contact Age Group; Home Value; Homeowner/Renter; Income; Marital Status; Length of Residence; Household Age; Children's Age; Mail Response Information; Household Credit Card Information; Household Number (Adults/Children); Lifestyle Information; Phone; Email (where available)

### 95% Deliverability Guarantee

Melissa guarantees you will receive accurate, high quality data with the most current addresses available in every online list you order. All our online lists are USPS® CASS™ processed to confirm the address is an actual delivery point by the Post Office™. We will replace any undeliverable-as-addressed (UAA) data with new data at no cost.

### Special Notes

- No sales tax on download list orders
- Minimum order \$150.00

### About Melissa

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

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