



**100% Accurate - Zero % Waste Direct Mail**

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## Welcome to Upscale Mail™

How many times have you driven by a particular neighborhood and thought to yourself:

*“If I could just get the people in that neighborhood to do business with our company, then that’s the only business we would need.”*

Upscale Mail™ delivers that neighborhood and 373 more just like it.

Upscale Mail™ is a precisely-targeted, Zero-Waste, 100%-Accurate, Direct Mail Product delivering highly personalized, relevant offers and information via USPS directly to the area’s most affluent, expendable-income neighborhoods.

Utilizing proprietary NCOA-certified neighborhood databases and years of print and design knowledge, Upscale Mail™ provides pinpoint delivery-accuracy while allowing your business the flexibility to choose a mail piece that is appropriate to your offer. Letters, postcards, flats, newsletters, circulars, brochures, or periodicals, the design professionals at Upscale Mail™ offer a turnkey solution to all of your direct marketing needs.

Upscale Mail™ offers standardized, cost-per-thousand pricing on the most common mail pieces used and approved by the USPS. Our standardized CPM-pricing is all-inclusive: packaging the design, print, addressing, list rental, NCOA certification, postage and delivery. From concept to completion, you shop and pick your favorite neighborhoods, and we take it to the house, well actually the mailbox.

No more carrier-route confusion and overage trying to reach your target. No more mailing thousands of mail pieces by zip code trying to reach your target. No more worries about the quality of your mail list. No more waste.

It’s time to reach your customer where they reach for you, The Mailbox!

Happy Mailing,

*The  
Upscale Mail Team*



# upscale mail reaches **118,598\*** of Knoxville's most affluent buyers



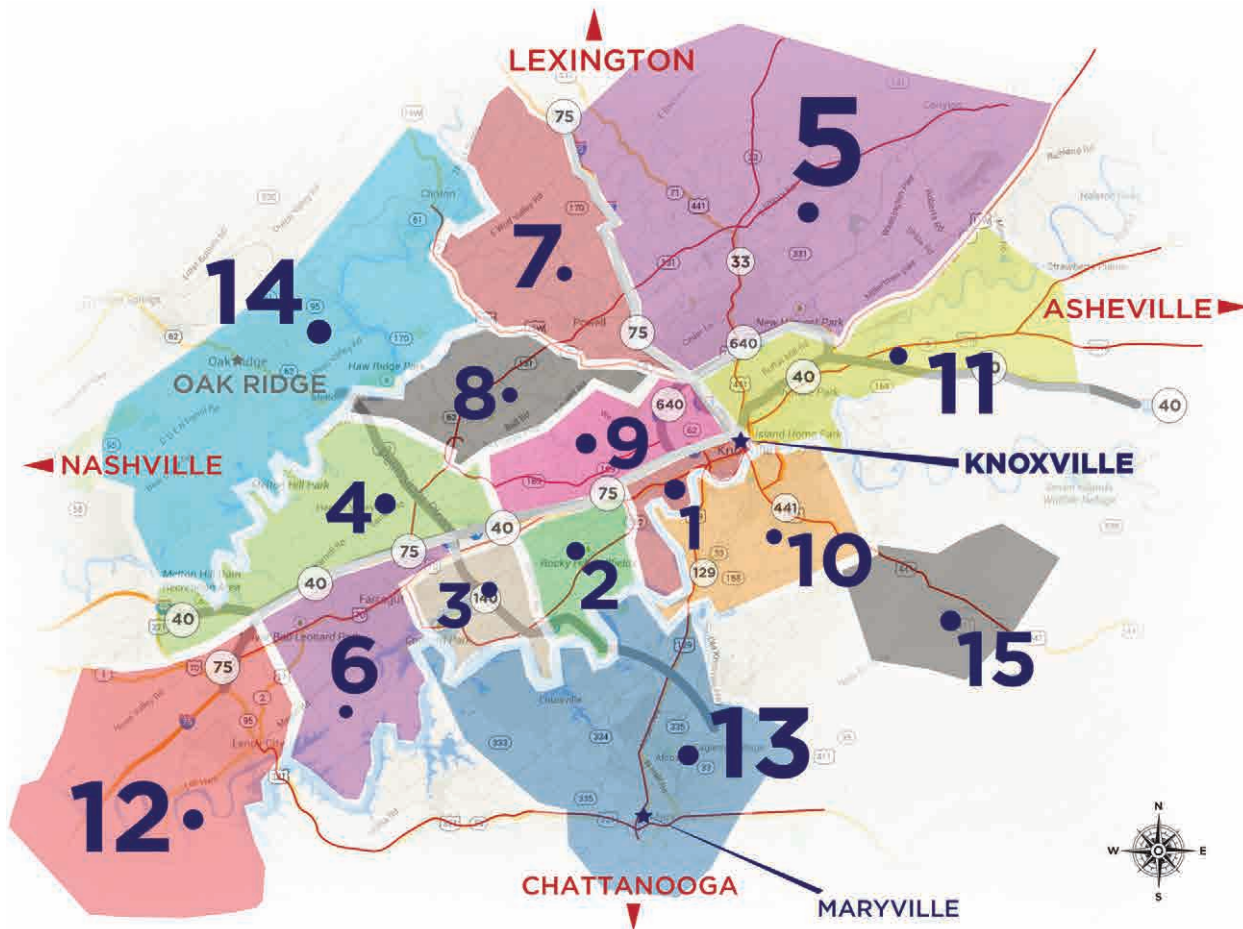
\*Based on 35,939 x 3.3 people per home

All neighborhoods selected for The Upscale Mail Program have an average mortgage value of \$300,000 plus.  
**no other media can offer you that.**

## zone tmc • total market coverage

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

With **35,939** households and **Zero Waste**, hit your target with executed precision time after time.



## zone 1 • sequoyah | lyons bend

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

- |                     |                          |                         |                   |
|---------------------|--------------------------|-------------------------|-------------------|
| Anteelah            | Duncan Woods             | Lyons Bend & Craig Cove | Shea Fields       |
| Beech Grove Springs | Duncans Glen             | Lyons Ridge             | Turtle Point      |
| Boxwood Square      | Duncan's Landing & Ridge | Lyons View Pike         | Westminster Ridge |
| Buckhead            | Glen Cove                | Mill Ridge              | Wheaton Place     |
| Carolyn's Acres     | Harrison Keep            | Oakleigh Estates        |                   |
| Chatsworth          | Kingston Pike            | Sequoyah Hills          |                   |

total neighborhoods • 22    total households • 1,922



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## zone 2 • northshore / westland southeast

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

- |                   |                    |                          |
|-------------------|--------------------|--------------------------|
| Amberleigh        | Hawthorne Place    | Ten Mile Park            |
| Braddocks Place   | Iris Glen          | The Preserve at Gleason  |
| Briarglen         | Kensington         | Tooles Bend Area         |
| Cambridge Woods   | Laurens Glen       | Victoria's Inlet         |
| Cherokee Springs  | Lyons Crossing     | Villas at Lyons Crossing |
| Cobblestone Park  | Lyons Head Condos  | Westland Meadows         |
| Colonial Park     | Maples Glen        | Westminster Green        |
| Cottington Creek  | Miroe Heights      | Westmoreland             |
| Cove Point        | Northshore Hills   | Westmoreland Court       |
| Craigland Court   | Pineola Place      | Westmoreland Heights     |
| Creswell Park     | Plantation Springs | Westmoreland Hills       |
| Deane Hill        | Regal Ridge        | Whispering Woods         |
| Dunbarton Oaks    | River Club         | White Oak                |
| Echo Valley       | Rudder Lane        | Whittington Creek        |
| Farrington        | Saint Ives         | Windfield Estates        |
| Forest Brook Park | Sherwood Court     | Wrights Ferry Landing    |
| Hanfield          | Sherwood Oaks      |                          |

total neighborhoods • 50    total households • 3,454

## zone 3 • northshore / westland southwest

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

- |                  |                              |                    |
|------------------|------------------------------|--------------------|
| Admirals Landing | Copperstone                  | Kincer Farms       |
| Andover Court    | Dunnridge                    | Lake Hill Park     |
| Autumn Ridge     | Eagle Glen                   | Lake Ridge         |
| Bailey Park      | Falling Waters at Northshore | Lakewood           |
| Bayou Bend       | George Williams Road         | Leadenhall Gardens |
| Bayview West     | Gettysvue                    | Legacy Park        |
| Beau Monde       | Greystone Court              | Lewisbrooke        |
| Bennington       | Hamilton Place               | Madison Ridge      |
| Bentley Park     | Hampton Hall                 | Magnolia Villas    |
| Bluegrass Road   | Herons Point                 | Mallard Bay        |
| Bluff Point      | Hidden Cove                  | Mariners Point     |
| Channel Point    | Highlands at Northshore      | Millstone Lane     |
| Clover Hill Lane | Keller Bend                  | Mourfield Road     |





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## zone 3 • northshore / westland southwest (cont'd)

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

New Castle	Rivergate Estates	The Mill at Choto	Westland Crossing
Northshore Commons	Riverlake	The Quarry At Keller Bend	Westshore
Northshore Cove	Roefield	The Woods At Bluegrass	Wexford at Lake Loudon
Northshore Grove	South Peters Road	The Woods at Montgomery Cove	Wilder Park
Northshore Landing	Stonebury Court	View Point	Woodland Springs
Osprey Point Lane	Tanglewood	Village at Roefield	Zola Loy
Pine Springs	The Anthem	Water Place at Gettysvue	
Ridgewood	The Cove at River Sound	West Arden	
River Sound	The Lofts at Polo Club	Westland Bay	

total neighborhoods • 72    total households • 3,412

## zone 4 • hardin valley | cedar bluff

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Andes Place	El Rancho Trail	Harrison Springs	Reagan Landing
Atlee Fields	Fieldstone	Hickory Wood	Rippling Waters
Belmont	Forest Mill	Estates	Shoreline Estates
Bishops Court	Franklin Creek	Kirby Glen	Smokey Creek
Brighton Farms	Freeman Farm	Lancaster Ridge	Southern Shade
Cedardale	Gallaher Ferry Area	Long Farm	Steele Road
Chadwich Downs	Golden View	Loveland Road	The Glen @ Hardin Valley
Chase Trail	Goose Landing	Magnolia Pointe	Thompsons Place
Chestnut Grove	Gray Eagle Springs	Melton Lake Way	Valley View Landing
Conners Creek	Gray Oaks	Mill Creek Farms	Wellington Chase
Couch Mill Estates	Greenbrook	Misty Harbor	Westbury Estates
Country Conner	Gulf Park	Morgan Place	Yarnell Road
Covered Bridge	Hardin Fields	Noras Path	
Cutters Run	Hardin Valley Farms	Old Mill Crossing	
Delle Meade	Hardin Valley Woods	Pine Creek Road	

total neighborhoods • 56    total households • 2,424

## zone 5 • fountain city | halls | gibbs

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Babelay Road  
Barker Road  
Beaver Ridge Estates  
Belcaro  
Bell Air Plantation  
Beverly Acres  
Beverly Oaks  
Brookvale Estates  
Brown Gap Road  
Burkhart Road  
Campbells Point  
Cantrell Heights  
Carrington Place  
Castlegate  
Cedar Crossing  
Christian Springs  
Club Estates  
Country Club Estates  
Crystal Springs  
Cunningham Road

Dodson Creek  
Dogwood Hills  
Dry Gap Pike  
Emory Estates  
Emory Pointe  
Fair Meadow Lane  
Fort Reynolds  
Fountain Gate  
Fox Ridge  
Friendly Way  
Glencree  
Greenwell Estates  
Hall Acres Drive  
Hannahs Grove  
Hickory Pointe  
House Mountain Farms  
Indian Crossing  
Kesterbrooke  
Kings Valley  
Lammie Branch Farms

Luttrell Road  
Mont Richer  
Mount Royal  
Mountain Shadow  
Nevada Lane  
Nine Oaks  
Norris Landing  
Norris Shores  
North Buckingham Village  
Oak Spring Estates  
Regency Heights  
Rifle Range Road  
Royal Springs  
Rushland Park  
Saddlebrooke  
Scenic View Drive  
Shadow Creek  
Shady Lane  
Shannon Valley Farms  
Shelley Farm

Sherwood Forest  
Silverstone  
Stonewood Hills  
Sugar Camp  
Summer Rose  
Sunset Bay  
Tazewell Pike  
Tazewell Point  
The Highlands  
The Refuge  
Timberlake  
Timberline Estates  
Treybrooke Village  
Tumbling Run  
Twisted Gables  
Wallace Hills  
Windsong Montain Estates  
Wood Run Estates  
Wyrick Road

total neighborhoods • 44    total households • 2,247

## zone 6 • farragut

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Admiral Bend  
Altimira  
Andover Place  
Berkeley Park  
Biltmore Forest  
Bridgewater  
Brixworth  
Campbell Creek  
Camden Grove  
Canton Place

Concord Farms  
Concord Hills  
Concord Landing  
Country Manor  
East Fox Den  
Farragut Crossing  
Farragut Hills Estate  
Farragut View  
Forest Glen  
Fort West

Fox Creek  
Fox Den Village  
Fox Road  
Fox Run  
Foxvue  
Franklin Hills  
Glen Abbey  
Grigsby Chapel Area  
Hickory Woods  
Hidden Glen

High Point  
Holly Oak  
Inverness  
Kenwood  
Lovell Hills  
McFee Manor  
Olive Grove  
Orchid Grove  
Prestwick Place  
Rockwell Farm





## zone 6 • farragut (cont'd)

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Saddle Ridge  
Sedgefield  
Seven Oaks  
Smith Road Area  
Smithfield  
St Charles @ Grigsby  
Steeplechase  
Sugarwood

Sweet Briar  
Tan Rara Oeste  
Taylors Landing  
The Reserve @ Farragut  
The Woods @ West Valley  
Turkey Creek Road  
Turnberry  
Village Green

Vista  
Weatherly Hills  
Weatherstone  
Wentworth  
Woodchase  
Woodland Trace  
Wyndham Hall

total neighborhoods • 111    total households • 6,896

## zone 7 • powell

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Arlington Ridge  
Barber Lane Estates  
Barrington  
Beechwood Estates  
Broadacres  
Carpenter Ridge  
Castlewood  
Collier Hills

Collier Ridge  
Copeland Drive  
Emory Road  
Gardner Lane  
Grand Colony  
Hunters Crossing  
Marlin Place  
Mendonhall Estates

Miller Road  
Norte Villar  
North Meadows  
Northampton Commons  
Old Blacks Ferry Road  
Overton Lane  
Sharon Heights  
Silver Mine

Stanley Road Area  
Sterchi Hills  
Teagues Grove  
Trotters Gate  
Washington Heights Estates  
Windstone

total neighborhoods • 30    total households • 2,078

## zone 8 • karns

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Copper Ridge  
Elizabeth Downs  
Highland Creek  
Meadow Creek  
Painter Farms

Brookhaven  
Camelot  
Cascade Falls  
Copperfield  
Denton Place

Eagle Ridge  
Emory Fields  
Fieldstone Farms  
Glenlake

Imperial Estates  
Millers Plantation  
Windcrest  
Wyndham Pointe

total neighborhoods • 18    total households • 846



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## zone 9 • west hills / middlebrook

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Bakertown Woods  
Bennett Place  
Bob Gray Road

Cavets Station  
Foxboro  
Greenbriar

Hawks Landing  
Jenkins Creek  
Oakleigh

Saint Andrews  
Seven Springs  
Trails End  
Westborough Estates

total neighborhoods • 13    total households • 1,072

## zone 10 • alcoa hwy | south river

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Dovington Estates  
Lakemoor Hills  
Lakeside Park

Little River  
Maloney Heights  
Martha Washington Heights

Old French  
Estates  
South Pointe

The Anchorage  
Topside Estates  
Topside Hills  
Twin Creek  
Wood Haven

total neighborhoods • 13    total households • 6663

## zone 11 • holston hills / ruggles ferry

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

El Monte  
Holston Hills  
Millglen

Neals Landing  
River Place  
River Run East

River Shore Estates  
Riverchase  
Ruggles Ferry GC Area  
Sailor Island Estates

total neighborhoods • 10    total households • 599

## zone 12 • tellico village | kahite | rarity bay

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Acadia Villas  
Allenbrook  
Amberly Meadows  
Avalon  
Beals Chapel Rd

Beals Cove  
Blackberry Landing  
Brandywine Farms  
Casa Di Lago  
Chatuga

Chatuga Coves  
Chatuga Point Courts  
Chota  
Chota Hills Courts  
Chota Shores Courts

Conkinnon Pointe  
Coulter Shoals  
Coyatee Neighborhood  
Coyatee Point  
Coyatee Views







## zone 12 • tellico village | kahite | rarity bay (cont'd)

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Creskide At Maclaren  
 Cruze Estates  
 Deerfield Crossing  
 Duff-Turner Estates  
 Executive Meadows  
 Foothills Pointe  
 Ft Loudon Estates  
 Griffitt's Keep  
 Hampton Place  
 Harrison Area  
 Henry McDonald Estates  
 Hope Creek Colony  
 Jackson Crossing

Kahite  
 Leeper's Crossing  
 Mahlon Place  
 Mialaquo  
 Miller's Landing  
 Newberry  
 Oakley Glen  
 Pines  
 Pinkston  
 Point Harbor  
 Rarity Bay  
 Rarity Pointe  
 Rivers Edge

Riversbend  
 Rockingham  
 Sequoyah Point Villa  
 Silver Oaks  
 Stone Crossing  
 Stone Harbor  
 Summitvue  
 Tanasi  
 Tanasi Cove Villas  
 Tanasi Lagoon  
 Tanasi Point  
 Tanasi Shores  
 Tennessee National

The Grove  
 The Oaks at Northshore  
 The Overlook  
 Thomas Woods  
 Tommotley Neighborhood  
 Tommotley Shores  
 Toqua  
 Toqua Coves  
 Vineyard Cove  
 Waters Edge  
 Williamsburg

total neighborhoods • 70    total households • 3,501

## zone 13 • blount county

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Acorn Springs  
 Andera Estates  
 Andover  
 Bailey Estates  
 Baxter Estates  
 Bent Tree  
 Best Creek Farms  
 Bletchley Park  
 Brantley Park  
 Breckinridge  
 Briarcliff  
 Broady Place  
 Brookes Place  
 Brookshire  
 Browns Creek  
 Candlewood  
 Carpenters View

Castaway Cove  
 Centenary Downs  
 Channel Oaks  
 Cold Springs  
 Coleman Estates  
 Compass Pointe  
 Country Haven  
 Country Meadows  
 Creekhill Woods  
 Creekwood  
 Crestfield  
 Cross Creek  
 Crosswinds  
 Davis Acres  
 Deerfield Plantation  
 Ellens Crossing  
 Endsley

Evergreen Farms  
 Fairlight  
 Fox Creek Farms  
 Fox Hills  
 Foxdale  
 Glen Abbey  
 Grouse Creek  
 Hambleton Crossroads  
 Hawks Ridge  
 Hearthstone Estates  
 Heritage Crossing  
 Heritage Hills  
 Hunters Ridge  
 Ivy Log  
 Jackson Bend  
 Kinzel Springs  
 Kirklands Estates

Knightsbridge  
 Lashbrooke  
 Le Conte  
 Lowes Ferry  
 Mackenzie Place  
 Majestic Mountains  
 Marshall Heights  
 Mint Meadows  
 Misty View  
 Northfield  
 Northwood  
 Oak Meadows  
 Oak Park  
 Panorama  
 Polly's Meadow  
 Providence Place  
 Reserve at Ross Springs





## zone 13 • blount county (cont'd)

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Ridgewater  
River Ford  
River Run  
Riverbrook  
Rosewood  
Royal Oaks Villas  
Royal Oaks  
Saddle Ridge  
Savannah Park  
Scenic Point

Sequoyah Heights  
Silver Brook  
Smoky Hills  
South Hampton  
St Ives  
Stonegate  
Summer Oaks  
Sweet Briar  
Sweet Grass Plantation  
The Highlands Villas

The Highlands  
Timbercreek  
Trey mont  
Trotwood Farms  
Turnberry Vista  
Twin Cove Lake Estates  
Westcliff  
Whisper Creek  
Whitmere Estates  
Whittenburg Estates

Whittington  
Williams Way  
Wimbledon  
Windows Ridge  
Windsor Village  
Woodland Trace  
Worthington  
Wyndsong

total neighborhoods • 106    total households • 4,747

## zone 14 • anderson county

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

Apple Tree  
Baypath  
Blockhouse Valley  
Briarcliff  
Chestnut Drive Area  
Crossroads at Wolf Creek  
Eastwind  
Emory Crossing  
Emory Valley  
Emory Woods  
Farmington Place  
Franklin Farms

Franklin Woods  
Glen Alpine  
Grove Park  
Hagaman Trail Rd  
Henderson Bend  
Lost Ridge Views  
Mariners Point  
Meadow Lake  
Mockingbird Hill  
Norris Landing  
Norris Trails  
Norris Woods

Oak Cliff  
Oak Ridge Yacht Club  
Park Meade  
Pellissippi Point  
Quail Hollow  
Riverbend  
Rivers Run  
Stone Ridge Estates  
Tempa S York  
The Harbor Club  
The Palisades  
Village of Arcadian

Springs  
Westwood  
Whirlwind  
Will Brook Ridge  
Wiltshire Estates  
Worthington Downs

total neighborhoods • 41    total households • 1,279



## zone 15 • seymour

*all upscale mail neighborhoods have an average mortgage value of \$300,000 plus.*

**Bella Vista**  
**Ellis Woods**  
**High Meadows**

**Lexington Place**  
**Sharp Farms**  
**Sharp Vista**

**Majestic Meadows**

total neighborhoods • 7      total households • 261