

# Down On Their Luck

Average Monthly Hotline	79,300	\$110/M
Total File	1,723,420	\$110/M

Reach these credit-challenged consumers who have responded via direct mail to an offer to apply for an unsecured credit card. This offer also includes a package with detailed information on how one can re-establish their credit.

These individuals are struggling financially and are good prospects for services that will help them re-establish their financial security.

These credit strapped individuals are excellent candidates for secured credit card offers, debt consolidation, membership, health insurance, refinancing offers, money making opportunities, pre-paid phone cards, and pre-approved credit with catalog purchase offers.

## Source

Online  
Direct Response

## Gender

58% Males  
42% Females

## Minimum Order

5,000 Records

## Format

Email	\$50/F
FTP	\$50/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$6/M running

## Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.