

# Short Form Pay Day Loan Responders

Average Monthly Hotline	174,600	\$110/M
Total File	1,263,800	\$110/M

These consumers reached out to secure a 'payday' loan quickly and easily in order to :

- Avoid bounced check fees.
- Pay monthly bills before they become penalized.

These Cash Advance/Payday loan seekers need cash quickly to pay monthly bills such as car payments, utility bills, credit card payments, etc., before they receive penalties for late payment.

In order to qualify, a consumer needs to have a checking account, be currently employed, have a working telephone number, be at least 18 years old, and a U.S. resident.

A poor credit rating will not necessarily inhibit consumers from qualifying for a loan.

These proven direct response applicants are great prospects for secured and unsecured credit offers, pay day loan offers, instant financing programs, debt consolidation, seminars, money making opportunities, sweepstakes, at home educational programs, distance learning, and career oriented offers.

## Source

Online  
Direct Response

## Gender

46% Males  
54% 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



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