

Subprime Catalog New Credit Issues

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|-------------------------|-----------|---------|
| Average Monthly Hotline | 114,653 | \$110/M |
| Total File | 2,139,771 | \$110/M |

This catalog credit new issues file, offers access to consumers who responded to receive more information to apply for a catalog credit offer.

The consumers on this list responded to one or more of these marketing promotions:

- Build your credit history
- Use your line of credit to shop thousands of items from great brands
- Take advantage of low monthly payments
- Get access to a higher credit line after making your first 5 monthly payments on time with no additional deposit needed
- Checking Account Required
- Fast and easy application process; response provided in seconds
- Reports monthly to all three major credit bureaus
- No late fees or interest charges because this is not a credit card.

These subprime catalog credit prospects have responded to a be able to make catalog purchases with less than perfect credit. These applicants are looking to rebuild or re-establish their credit, and are actively searching for offers of unsecured credit, loan or refinancing, catalog credit offers, new retail credit card etc. These proven direct response applicants are great prospects for secured and unsecured credit offers, Merchandise, insurance, payday, catalogs, instant financing programs, debt consolidation, sweepstakes, at home educational programs, distance learning, & career oriented offers.

Source

Online
Direct Response

Gender

57% Males
43% Female

Minimum Order

5,000 Records

Format

| | |
|-------|--------|
| Email | \$50/F |
| FTP | \$50/F |

Net Name Arrangement

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

Selections

| | |
|--------------|--------|
| Geo | \$10/M |
| Gender | \$10/M |
| Age | \$10/M |
| Demographics | \$10/M |
| Check Debit | \$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.