

Platinum Card Applicants

Source

Online
Direct Response

Gender

56% Males
44% 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
Check Debit \$10/M

Average Monthly Hotline	79,400	\$110/M
Total File	1,636,750	\$110/M

Platinum Card Applicants consists of consumers who applied for a stored value card to be used for a specific shopping catalog. These consumers used their checking account to initially fund the stored value card via a check debit. Applicants are looking to improve their credit ratings and enjoy the convenience of shopping with a credit card. The average consumer spends \$220 a month on merchandise

These credit seekers will respond to a wide variety of money making offers. These include opportunity offers, loans, contests, sweepstakes, promotional awards, astrology, lotteries, magazine subscriptions, and more.

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



List Brokerage . List Management

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.