



CreditSearch

PRE-APPROVED Credit Card Responders

UPDATE

7/23/2010

**Names thru
JUNE 2010**

184,347	Last 6 Months	\$75/M
34,381	Monthly Hotline	\$85/M
	Telephone Numbers	\$10/M
	Homeowner select	\$10/M

PROFILE: This file contains highly responsive, individual credit card holders (67% are homeowners), who responded to a direct mail offer by sending in a notification request form for a pre-approved, unsecured, low interest credit card, offering them a balance transfer option to consolidate and reduce their credit card interest rate. All of these direct mail bankcard respondents have paid between \$29.00 - \$49.00 for a one time processing fee.

- 65% Males
- 100% Home addresses

This is a 100% response file through direct mail, updated monthly.

RECOMMENDED USAGE:

These credit worthy, motivated individuals are actively seeking low interest credit cards and are receptive to all types of credit offers as well as general merchandise, lottery, sweepstakes and magazines.

SOURCE: Direct mail

UNIT OF SALE: \$29.00 - \$49.00

NCOA'd cleaned monthly

UNIT OF SALE:
\$29.00 - \$49.00

MINIMUM TEST :
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$15.00
E-mail/Modem: \$15.00
P/S Labels: \$8.00/M

SELECTS:
100% Zip Sequence
State, SCF \$ 5.00/M
Keying n/c
Run Charges \$10.00/M
Phones \$10.00/M
Homeowners \$ 5.00/M
Gender \$ 5.00/M
Age \$ 5.00/M
H/H Income \$ 5.00/M

List Information
Contact:
Global Direct
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NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER.
MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.
ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50. IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# CS1



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