

# Debit Card Users with No Credit

5,616,483  
468,010

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline  
Emails

\$75.00/M  
+\$10.00/M  
+\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The individuals on the Debit Card Users with No Credit file do not have bank cards, retail cards or gas cards but they do have debit cards. When shopping online, at retail stores or via direct mail they use their debit cards to pay for their purchases. Reach these highly responsive consumers with low-end credit offers, retail and gas cards, credit repair, payday loans, direct to consumer insurance offers, retail offers and much more. This file is GLB compliant.

## Source:

Direct Response, Online, Self-Reported

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

## SELECTS

Age \$6.00/M  
Gender \$6.00/M  
Income \$6.00/M  
Lifestyle Category \$10.00/M  
Mail Order Buyers \$7.50/M  
Pre-Paid Phone Card Buyers \$10.00/M  
Pre-Approved Credit  
Catalog Buyers \$10.00/M  
State, Zip, SCF \$5.00/M

Please inquire for  
additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

47% Female  
53% Male  
Median Age: 35  
Median Household Income: \$30,000

## ADDRESSING

Email \$50.00/F  
FTP \$50.00/F  
Running Charges \$8.00/M  
ZIP+4 \$6.50/M



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