

Just Getting By

9,789,807
337,595

TOTAL UNIVERSE / BASE RATE \$75.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

These low to middle-income individuals and families, many with children, are struggling to pay their bills and buy the things they need. It's a balancing act. Making major purchases and saving for the future have to be put on hold. They are Just Getting By. These hard working people who would welcome some type of assistance such as cash advances, payday loans, prepaid and subprime credit cards and debt consolidation to help make ends meet are, for the most part, not risk takers, although they are inclined to buy lottery tickets and enter sweepstakes.

Source:

MOB, Self-Reported, Lifestyle and Transactional Data

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
Auto Loan Holders	\$10.00/M
Career/Self-Improvement	\$10.00/M
Children by Age	\$7.50/M
CSI (Credit Score Index)	\$15.00/M
Debit Card Holders	\$10.00/M
Donors by Type	\$7.50/M
Education	\$5.00/M
Finance Loan Holders	\$10.00/M
Gender	\$6.00/M
Gas Card Holders	\$10.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Insurance Prospects	\$10.00/M
Length of Residence	\$5.00/M
Low End Shoppers	\$10.00/M
Marital Status	\$5.00/M
Mortgage Holders	\$10.00/M
Occupation	\$10.00/M
Opportunity Seekers	\$7.50/M
Single Parents	\$7.50/M
State, Zip, SCF	\$5.00/M
Sweepstakes Entrants	\$7.50/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

53% Female
47% Male
Median Age: 39
Median Household Income: \$32,000

ADDRESSING

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



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