

Looking For A Loan

3,986,332
401,713

TOTAL UNIVERSE / BASE RATE
Monthly Hotline

\$80.00/M
+\$10.00/M

LIST TYPE

Consumer



Description:

The consumers on Looking for a Loan are finding it difficult to make ends meet. While a small percent need a quick fix for unexpected emergencies many use the money to cover recurring expenses such as rent and food. These consumers have responded to an offer for a short term loan via Direct Mail or Online. The Looking for a Loan file is an excellent source for credit offers, supplemental health insurance, prescription drug discount cards, and buy now pay later offers.

SELECTS

Age	\$6.00/M
Gender	\$6.00/M
Income	\$6.00/M
Ethnicity by Type	\$10.00/M
Homeowner/Renter	\$5.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

Source:

Direct Mail, Online

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.

Please inquire for additional selects.

DEMOGRAPHICS

67% Female
32% Male
Median Age: 35
Median Household Income: \$32,000

MINIMUM ORDER

Postal: 10,000
Email: 20,000

ADDRESSING

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



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