

No Contracts, No Bills - Prepaid Cell Phone Buyers

3,388,967
305,245

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$95.00/M
+ \$10.00/M
+ \$20.00/M

LIST TYPE

Consumer



postal

email

Description:

The No Contracts, No Bills - Prepaid Cell Phone Buyers file delivers individuals who are currently subscribed to a prepaid cell service. For some the decision to go with prepaid may be due to not wanting to deal with the hassle of lengthy contracts and outrageous fees, while others may not have had any or bad credit to qualify for a contract and still others may rarely use their phone so prepaid made the most economical sense. In conjunction with the available selects you can target specific and responsive segments that are the best prospects for your offer. Reach this group of prepaid mobile buyers at their postal or email address or directly on their phone.

Some Interesting Stats:

- 91% of American adults own cell phones.
- Prepaid cell users have reached record levels — they now account for over 25% of all cell phone users in the US.

Source:

Internet/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.

SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
New Movers	\$15.00/M
Online Shoppers	\$10.00/M
Recency	\$10.00/M
Retail Shoppers	\$10.00/M
State, Zip, SCF	\$5.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

50% Female
50% Male
Median Age: 38
Median Household Income: \$35,000

ADDRESSING

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



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