

The Credit Seeker Masterbase

12,896,633
1,354,147

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

LIST TYPE

Consumer



postal

email

Description:

The Credit Seeker Masterbase is comprised of individuals who have sought credit. This responsive audience has responded to various types of direct mail pieces and online promotions offering discount clubs and/or catalog clubs. They are looking for some type of credit associated with these offers.

The Credit Seeker Masterbase has a proven track record with financial offers as well as catalogs that offer a line of credit making these individuals an excellent audience for various credit card offers ranging from secured cards to affinity cards and those that offer discounts, rewards or rebate and as well as for gas and retail cards. They are also perfect candidates for catalogs, sweepstakes, insurance, loans and rent-with-option-to-buy offers. This file is GLB compliant.

Credit Seeker Types: Monthly Hotline:

| | |
|--------------------|---------|
| Auto Loan | 243,600 |
| Cash Advance | 362,253 |
| Credit Card | 514,411 |
| Mortgage/Refinance | 554,440 |
| Personal Loan | 269,850 |

Source:

Direct Mail and 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.



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SELECTS

| | |
|--------------------------|-----------|
| Age | \$6.00/M |
| Catalog Shoppers | \$10.00/M |
| CSI (Credit Score Index) | \$15.00/M |
| Gender | \$6.00/M |
| Homeowner | \$5.00/M |
| Income | \$6.00/M |
| Length of Residence | \$5.00/M |
| Marital Status | \$5.00/M |
| MOB by Category | \$10.00/M |
| Presence of Children | \$5.00/M |
| Renter | \$5.00/M |
| Secured Card Holders | \$10.00/M |
| State, Zip, SCF | \$5.00/M |

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

43% Female
41% Male
Median Age: 43
Median Household Income: \$55,000

ADDRESSING

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