



Payday Loan Applicants

DESCRIPTION

Reach consumers that have applied online for a Payday Loan. These are consumers in need of quick cash for discretionary and emergency situations. This file also identifies the frequency in which they have applied for a Payday Loan in the past 24 months.

This file is used for many of the following offers: payday loans, credit cards, debt consolidation, credit repair, car loans and home refinancing.

This data is also great as a suppression file for financial institutions, auto dealers, modeling companies and catalogs. The file is available for postal, telemarketing and email rental.

Installations available as well with weekly or monthly updates. ALL RECORDS ARE CASS CERTIFIED AND NCOA'D WEEKLY.

SEGMENTS

14,000,000	TOTAL UNIVERSE	\$80.00,
30,000	DAILY LEADS	+\$20.00,
14,000,000	EMAIL RENTAL	+\$85.00

Volume pricing available

SELECTS

AGE	\$7.00 /M
ETHNIC/ETHNICITY	\$20.00 /M
GENDER/SEX	\$7.00 /M
HOME OWNER	\$7.00 /M
HOUSEHOLD INCOME	\$7.00 /M
LENGTH OF RESIDENCE	\$7.00 /M
MARITAL STATUS	\$7.00 /M
MONTHLY HOTLINE	\$10.00 /M
PHONE NUMBER	\$10.00 /M
PRESENCE OF CHILD	\$7.00 /M
REGENCY	\$5.00 /M
HOMEOWNER/RENTER	\$7.00 /M
SCF	\$5.00 /M
STATE	\$5.00 /M
WEEKLY/BI-WEEKLY HOTLINE	\$15.00 /M
ZIP	\$5.00 /M

AVERAGE INCOME

VALUE: **\$45,000.00**

MINIMUM ORDER

QUANTITY:
VALUE: **\$500.00**

REUSE

REUSE IS ALLOWED
MIN QTY: **0**
CHARGES:

TELEMARKETING

TELEMARKETING IS ALLOWED
CHARGES:

CANCELLATION

CHARGES: **\$100.00 /F**

UNIT OF SALE INFORMATION

HIGH:	\$0.00
AVERAGE:	\$0.00
LOW:	.00

KEY CODING

KEY CODING IS AVAILABLE
CHARGES: **\$3.50 /M**

GENDER PROFILE

MALE:	45%
FEMALE:	50%

ADDRESSING

A/B SPLIT	\$10.00 /M
CD ROM	\$50.00 /F
EMAIL	\$50.00 /F
NTH NAME	\$10.00 /M