

MAIL ORDER BUYER BANK CARD HOTLINE

1,833,639	HOTLINE BUYERS	\$70.00/M
448,712	3 MONTH HOTLINE BUYERS	\$75.00/M
168,193	1 MONTH HOTLINE BUYERS	\$80.00/M

IF YOUR LIST REQUIREMENTS INCLUDE PROVEN MAIL ORDER BUYERS, KNOWN BANK CARD USE AND LARGE HOTLINE NUMBERS, LOOK NO FURTHER THAN THE MOB BUYER BANK CARD FILE. CONTAINED IN THIS MONTHLY 200,000+ FILE ARE PERSONS PURCHASING AND RECEIVING PRODUCTS VIA MAIL ORDER AND USING A BANKCARD FOR THE TRANSACTION. THIS IS NOT SURVEY DATA OR OVERLAY SOURCE FILE, THESE ARE PROVEN BUYERS.

20 TO 30% OF THE MONTHLY HOTLINE BUYERS ARE ALSO COA'S. CONSUMERS WHO HAVE RECENTLY CHANGED ADDRESS ARE KNOWN TO SPEND A GREAT DEAL OF MONEY ON HOME DECORATING, FURNITURE, HOME SERVICES, APPLIANCES AND OUTDOOR ACCESSORIES.

THE AVERAGE 30-DAY HOTLINE IS 200,000 AND EACH UPDATE IS AVAILABLE AROUND THE 10TH OF THE FOLLOWING MONTH. AVERAGE AGE FOR THE MOB ACTIVES FILE IS 43 WITH AN AVERAGE ANNUAL HOUSEHOLD INCOME OF \$51,000. THE FILE IS 52% MALE.

THIS FILE IS OVERLAYED WITH NCDB'S AGE, INCOME AND GENERAL DEMOGRAPHICS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: MAIL ORDER FULFILLMENT/BANKCARD PROGRAMS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE	\$6.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
RECENT MOVERS	\$6.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
DISKETTE	\$35.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

SEVENTH AVENUE

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