

QUICK CASH CREDIT SEEKERS

525,211	12 MONTH HOTLINE	\$70.00/M
284,161	6 MONTH HOTLINE	\$80.00/M
95,004	3 MONTH HOTLINE	\$90.00/M

UNIT OF SALE:
\$70.00 AVERAGE

GENDER: 70% MALE
CAN SELECT

THESE CONSUMERS USE THE SERVICES OF FINANCIAL PROVIDERS TO RECEIVE SMALL, TEMPORARY LOANS. THESE LOANS AVERAGE \$70 TO \$100 WITH APPROXIMATELY 80% OF THE LOANS PAID BACK. MANY NEED HELP MANAGING THEIR FINANCES AND WANT TO ESTABLISH A BETTER CREDIT RATING. THEY ARE AN AVERAGE AGE OF 28-40 WITH AN AVERAGE INCOME OF \$21,000.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THE FOLLOWING DEMOGRAPHIC SELECTIONS ARE AVAILABLE:

AGE	CHILDREN	MAIL ORDER BUYERS
INCOME	ETHNIC	OPPORTUNITY SEEKER
MARRIED/SINGLE	HOME OWNER	DO-IT-YOURSELF
RENTER	MAGAZINE SUBS	CREDIT CARD
EDUCATION	HISPANIC	OCCUPATION
PC OWNER	INTERNET USER	CONTRIBUTOR
LENGTH OF RESIDENCE		

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: RETAIL CONSUMER CREDIT SEEKERS, PAWN SHOPS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
PHONES	\$30.00/M
DEMOGRAPHICS	\$15.00/M
P/S LABELS	\$8.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

NAT'L MAG. EXCHANGE OPTIMIZED CONTACT SOL.

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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