

MERCHANDISE REWARDS

Total Universe:	1,861,327	\$ 90/M
Monthly H/L	40,736	\$ +5/M
Non Profit:		\$ 75/M

These people are challenged in their quest for credit. They have been searching on the Internet for the right deal and can't get it. They have opted in to receive a catalog card for merchandise they cannot buy with a retail card. So here they are, guaranteed approvals, up to \$7,500. Once they enroll, they have at their disposal: access to their credit reports, grocery discounts and cards; obtain a cell phone, a cash advance and many other consumer benefits.

The average age of these challenged consumers is 38, with an average income of \$35,000. They are mostly male (60%) mostly working on regaining their self-esteem with new products, goods and services.

This file is recommended for a multitude of credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and gadgets and so much more.

Selects:

Income Range	\$ 6/M
State, Zip, SCF	\$ 6/M
Renter/Homeowner	\$ 6/M
Gender	\$ 6/M
Product	\$ 6/M
Age Range	\$ 6/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Market:	Consumer
Type:	Postal Mail, Telephone
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	45% Female
	60% Male
Income:	\$35,000
Spending:	\$65 Average Order

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

SOURCE: INTERNET
NET NAME ARRANGEMENT IS AVAILABLE-
CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



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1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.