

# UPPER LEVEL

<b>Total Universe:</b>	<b>2,782,417</b>	<b>\$ 95/M</b>
<b>Monthly H/L</b>	<b>103,917</b>	<b>\$ +10/M</b>
<b>Non Profit:</b>		<b>\$ 75/M</b>

These people are on the Upper Level of the shelf; they just need a little help getting it under control. They have opted in to receive debt consolidation and further offers, such as auto loans, lines of credit, insurance offers and quality financial offers. They enjoy the ability to purchase and spend with their established base. They opt in through websites where they can receive free credit reports.

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

#### Selects:

<b>Income Range</b>	<b>\$ 5/M</b>
<b>State, Zip, SCF</b>	<b>\$ 5/M</b>
<b>Renter/Homeowner</b>	<b>\$ 5/M</b>
<b>Gender</b>	<b>\$ 5/M</b>
<b>Product</b>	<b>\$ 5/M</b>
<b>Hotline</b>	<b>\$ 5/M</b>
<b>Household Income</b>	<b>\$ 5/M</b>

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

<b>Market:</b>	<b>Consumer</b>
<b>Type:</b>	<b>Postal Mail, Telephone, Email</b>
<b>Opt-In:</b>	<b>Confirmed Opt-in</b>
<b>Geo:</b>	<b>Domestic (US)</b>
<b>Gender:</b>	<b>55% Female 45% Male</b>
<b>Income:</b>	<b>\$40,000</b>

SOURCE: DOUBLE OPT IN, WEBSITES  
NET NAME ARRANGEMENT IS AVAILABLE-  
CALL TO DISCUSS. NO EXCHANGES.

#### 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

Please contact List Manager at [sales@offersinthemail.com](mailto:sales@offersinthemail.com)



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