



<p><u>SEGMENTS</u></p> <table> <tr> <td>1,800,000</td> <td>Total Universe /Universe Rate</td> <td>\$85.00/M</td> </tr> <tr> <td>75,000</td> <td>Monthly Hotline</td> <td>+ \$5.00/M</td> </tr> </table> <p><u>DESCRIPTION</u></p> <p>These individuals are currently applying for quick cash loans either to help cover an unplanned financial expense or to subsize them until their next big cash influx. Extra money can either help keep the lights on or offer some relief during the Holidays. These individuals are all currently looking for a quick cash solution and are prime for other offers of credit, financial assistance, pre-paid credit cards, work from home or self employment opportunities, catalog proprietary credit and other services.</p>	1,800,000	Total Universe /Universe Rate	\$85.00/M	75,000	Monthly Hotline	+ \$5.00/M	<p><u>DATE</u></p> <table> <tr> <td>UPDATED</td> <td>03/19/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>05/07/2021</td> </tr> </table> <p><u>GENDER</u></p> <p>65% MALE 0% FEMALE</p> <p><u>SOURCE</u></p> <p>Multi Sourced, Direct response, Lifestyle questionnaire, Internet/On-Line, Compiled lists, Opt-in e-mail</p> <p><u>ADDITIONAL CHARGES</u></p> <table> <tr> <td>HH Income</td> <td>\$5.00/M</td> </tr> <tr> <td>Age</td> <td>\$5.00/M</td> </tr> <tr> <td>Dwelling Type</td> <td>\$5.00/M</td> </tr> <tr> <td>Marital Status</td> <td>\$5.00/M</td> </tr> <tr> <td>Mail Buyer</td> <td>\$7.50/M</td> </tr> <tr> <td>Credit Assessment</td> <td>\$7.50/M</td> </tr> <tr> <td>Owner/Renter</td> <td>\$5.00/M</td> </tr> </table> <p><u>ADDRESSING</u></p> <p><u>MINIMUM ORDER</u></p> <p>5,000</p> <p><u>SPECIAL INSTRUCTIONS</u></p> <p>List rental agreement and one sample required.</p> <p><u>EXCHANGES</u></p> <p>Exchange is not allowed</p> <p><u>REUSE</u></p> <p>Reuse is not allowed</p> <p><u>NET NAME ARRANGEMENTS</u></p> <table> <tr> <td>Net Name is allowed</td> <td>85%</td> </tr> <tr> <td>Min Qty</td> <td>50,000</td> </tr> <tr> <td>Run Charges</td> <td>\$8.00/M</td> </tr> </table>	UPDATED	03/19/2021	CONFIRMED	05/07/2021	HH Income	\$5.00/M	Age	\$5.00/M	Dwelling Type	\$5.00/M	Marital Status	\$5.00/M	Mail Buyer	\$7.50/M	Credit Assessment	\$7.50/M	Owner/Renter	\$5.00/M	Net Name is allowed	85%	Min Qty	50,000	Run Charges	\$8.00/M
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For More information or ordering contact our Sales Representative:
 Laura Ellis
 254-857-1109
 lellis@marketapproach.net