



SEGMENTS

| | | |
|-----------|-------------------------------|------------|
| 3,150,000 | Total Universe /Universe Rate | \$85.00/M |
| 255,000 | Monthly Hotline | + \$5.00/M |

DESCRIPTION

For whatever reason, these consumers who have recently indicated that they do not currently have a personal checking or savings account.

DATE

| | |
|-----------|------------|
| UPDATED | 03/19/2021 |
| CONFIRMED | 05/07/2021 |

GENDER

65% MALE 0% FEMALE

SOURCE

Compiled lists, Internet/On-Line, Multi Sourced, Opt-in e-mail, Direct response, Lifestyle questionnaire

ADDITIONAL CHARGES

| | |
|----------------|----------|
| HH Income | \$5.00/M |
| Age Indicator | \$5.00/M |
| Dwelling Type | \$5.00/M |
| Marital Status | \$5.00/M |
| Mail Buyer | \$7.50/M |

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

| | |
|---------------------|----------|
| Net Name is allowed | 85% |
| Min Qty | 50,000 |
| Run Charges | \$8.00/M |

For More information or ordering contact our Sales Representative:

Laura Ellis

254-857-1109

lellis@marketapproach.net