

PRODUCT BUYER BANK CARD HOTLINE

1,805,321	HOTLINE BUYERS	\$70.00/M
473,169	3 MONTH HOTLINE BUYERS	\$75.00/M
201,326	1 MONTH HOTLINE BUYERS	\$80.00/M
	EMAIL ADDRESSES	INQUIRE

GENDER: 52% MALE
CAN SELECT

IF YOUR LIST REQUIREMENTS INCLUDE PROVEN PRODUCT BUYERS, KNOWN BANK CARD USE AND LARGE HOTLINE NUMBERS, LOOK NO FURTHER THAN THE PRODUCT BUYER BANK CARD FILE. CONTAINED IN THIS MONTHLY 200,000+ FILE ARE PERSONS PURCHASING AND RECEIVING PRODUCTS VIA MAIL ORDER AND USING A BANKCARD FOR THE TRANSACTION. THIS IS NOT SURVEY DATA OR OVERLAY SOURCE FILE, THESE ARE PROVEN BUYERS. THEY USE THEIR CARDS AT RETAIL STORES, RESTAURANTS, ONLINE INTERNET, CLUBS, BARS, AMUSEMENT PARKS, VACATIONS AND THEATERS. THEY PURCHASE ITEMS SUCH AS APPAREL, TOOLS, PRESCRIPTIONS APPLIANCES, ELECTRONICS, MOVIES, GROCERIES, FUEL, BEAUTY SUPPLIES, BEDDING, HOME SERVICES, BOOKS, SPORTS EQUIPMENT, JEWELRY AND GIFTS.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

20 TO 30% OF THE MONTHLY HOTLINE BUYERS ARE ALSO COA'S. CONSUMERS WHO HAVE RECENTLY CHANGED ADDRESS ARE KNOWN TO SPEND A GREAT DEAL OF MONEY ON HOME DECORATING, FURNITURE, HOME SERVICES, APPLIANCES AND OUTDOOR ACCESSORIES.

THE AVERAGE 30-DAY HOTLINE IS 200,000 AND EACH UPDATE IS AVAILABLE AROUND THE 10TH OF THE FOLLOWING MONTH. AVERAGE AGE FOR THE MOB ACTIVES FILE IS 43 WITH AN AVERAGE ANNUAL HOUSEHOLD INCOME OF \$51,000. THE FILE IS 52% MALE.

THIS FILE IS OVERLAYED WITH NCDB'S AGE, INCOME AND GENERAL DEMOGRAPHICS.

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.

SOURCE: MAIL ORDER FULFILLMENT/BANKCARD PROGRAMS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE	\$6.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
RECENT MOVERS	\$6.00/M
TELEPHONES	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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