

EASY CARD APPROVALS

933,698 12 MONTH CARD APPLICANTS	\$75.00/M	
6 MONTH CARD APPLICANTS ADD	\$5.00/M	GENDER: 50/50
3 MONTH CARD APPLICANTS ADD	\$10.00/M	SELECTABLE
1 MONTH CARD APPLICANTS ADD	\$15.00/M	
EMAIL ADDRESSES - INQUIRE		

EASY CARD APPROVAL IS KNOWN FOR MATCHING CONSUMERS WITH LESS THAN PERFECT CREDIT WITH BANKING INSTITUTIONS THAT ARE WILLING TO GIVE THEM A SECOND CHANCE. THESE INTERNET SAVVY CONSUMERS ARE ANXIOUS TO PROVE THAT THEY ARE CREDIT WORTHY. APPLYING IS QUICK AND SIMPLE AND REQUIRES NO CREDIT CHECK.

ADDRESSING:
FTP/EMAIL
CD ROM
DISKETTE

KEYING: 2.00/M

MINIMUM ORDER:
5,000

THESE HIGHLY RESPONSIVE, CREDIT CHALLENGED INDIVIDUALS ARE IN NEED OF CREDIT AND A WAY TO RE-ESTABLISH THEIR CREDIT STANDING. THEY ARE WILLING TO PAY THE HIGHER FINANCE CHARGES TO RECEIVE AN UNSECURED CREDIT CARD.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE APPLICANTS ALSO RESPOND WELL TO FINANCIAL OFFERS, BUSINESS OPPORTUNITIES, SECURED CREDIT CARDS, CREDIT CARD SERVICES, CONTESTS/SWEEPSTAKES, SELF-IMPROVEMENT PRODUCTS AND LOW TICKET GENERAL MERCHANDISE ITEMS.

AVERAGE AGE: 45-54

AVERAGE INCOME: \$50K+

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$10/M ARE AS FOLLOWS:

AGE

INCOME

GENDER

HOME VALUE

HOMEOWNER/RENTER

LENGTH OF RESIDENCE

MARITAL STATUS

CHARITABLE DONOR

MAIL ORDER BUYER

CREDIT CARD HOLDER

PRESENCE OF CHILDREN

SOURCE: INTERNET REGISTRATION

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
TELEPHONES	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com