



**CreditSearch**

**PRE-APPROVED Credit Card Responders**

**UPDATE**

**3/17/2009**

**Names thru  
FEB 2009**

188,790	Last 6 Months	\$75/M
34,085	Monthly Hotline	\$85/M
	Telephone Numbers	\$10/M
	Homeowner select	\$10/M

**UNIT OF SALE:**  
\$29.00 - \$49.00

**MINIMUM TEST :**  
5000

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$15.00  
E-mail/Modem: \$15.00  
P/S Labels: \$8.00/M

**PROFILE:** This file contains highly responsive, individual credit card holders (67% are homeowners), who responded to a direct mail offer by sending in a notification request form for a pre-approved, unsecured, low interest credit card, offering them a balance transfer option to consolidate and reduce their credit card interest rate. All of these direct mail bankcard respondents have paid between \$29.00 - \$49.00 for a one time processing fee.

**SELECTS:**  
100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying n/c  
Run Charges \$10.00/M  
Phones \$10.00/M  
Homeowners \$ 5.00/M  
Gender \$ 5.00/M  
Age \$ 5.00/M  
H/H Income \$ 5.00/M

- 65% Males
- 100% Home addresses

This is a 100% response file through direct mail, updated monthly.

**RECOMMENDED USAGE:**

These credit worthy, motivated individuals are actively seeking low interest credit cards and are receptive to all types of credit offers as well as general merchandise, lottery, sweepstakes and magazines.

List Information  
Contact:  
**Global Direct**  
**Tel: (561) 533-6691**  
**Fax: (561) 585-9469**  
**E-Mail:**  
**info@gdlists.com**

**SOURCE:** Direct mail

**UNIT OF SALE:** \$29.00 - \$49.00

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER  
MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.  
ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50. IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

**NCOA'd cleaned monthly**

**CARD# CS1**



**GLOBAL DIRECT *List Management***

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