

# IMS African American Credit Applicants

**Weekly Hotline:** 7,000    **Total Universe:** 634,000  
**Mail - \$55/M**

The African American Credit Applicants list is comprised of African American consumers nationwide who are actively seeking more credit. They have searched for credit offers online or responded to a direct mail solicitation offering credit. The file is available on a weekly hotline for the most responsive prospects possible. This is a great target for credit offers, insurance, loans, sweepstakes and more.

**Average Age:** 42

**Average Income:** \$42,000

46% Male

51% Female

3% Unknown

• *Our consumer data is continuously updated and processed against both the USPS National Change of Address (NCOA) and Delivery Sequence File (DSF), producing a database that is highly deliverable (93% or better in most cases). The information is also carrier route and ZIP+4 coded using the USPS certified Coding Accuracy Support System (CASS).*

• *Our data which consists of consumers and consumer household is transaction driven and derived from the internet, direct mail, and new card issues. Data consists of buyers and responders to various offers including products and services relating to credit and financial services, health and beauty, and general merchandise. All Internet data is confirmed opt-in and goes through strict hygiene standards to ensure quality.*

• *Selections are available through our unique multifaceted data overlay approach which appends information to transactional data using credit, public record, survey and census data information.*

## For More Information, Contact:

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## Selections

|                    |        |
|--------------------|--------|
| Weekly Hotline     | \$20/M |
| Monthly Hotline    | \$10/M |
| Homeowner / Renter | \$10/M |
| Income             | \$10/M |
| Age                | \$10/M |
| Marital Status     | \$6/M  |
| MOB                | \$10/M |
| Credit Card Holder | \$10/M |
| State, SCF, ZIP    | \$6/M  |
| Gender             | \$6/M  |
| LOR                | \$10/M |
| Ethnicity          | \$10/M |
| Age of Children    | \$15/M |

## Shipping

|       |        |
|-------|--------|
| CD    | \$25/F |
| FedEx | \$25/F |
| Email | \$50/F |
| FTP   | \$50/F |

## Telemarketing

Inquire

## Payment Due 30 Days After Mail Date

## Minimum Order

5,000

## Cancellation

\$10/M

## All Orders Cancelled After Mail Date Must Be Paid In Full

## Terms and Conditions:

Stated prices are for one-time use only. Commissions are paid to recognized brokers and advertising agencies at industry rate. We believe the information concerning this list to be accurate but we cannot guarantee its accuracy or the outcome of the Mailing. We are not liable for any damages or loss sustained through the use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of this list.