

Payday Today Applicants

Monthly Hotline: 135,500 **12 Month Count:** 1,400,000
Mail - \$95/M Non Profit - \$75/M

Payday Today Applicants are online consumers looking for cash advances and pay day loans. Whether these customers are in need of a loan to pay off bad debt or current bills, all have applied online for assistance from one of the leading lenders in the country. Approved applicants receive short term loans up to \$1500 which are directly deposited into their checking account. These payday applicants will be receptive to all sub prime related offers, including other payday loans, credit offers, continuity clubs, and much more.

NEW SELECT: Multi Applicants: These customers have applied for cash advances for financial help multiple times.

Average Age: 32

Average Income: \$34,000

44% Male

55% Female

• *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).*

• *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
Presence of Children	\$10/M
Age of Children	\$15/M
Phones	\$55/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.