

# New Movers Credit Challenged Households

Average Monthly Hotline	67,830	\$110/M
Total File	1,782,430	\$110/M

These new movers have been recently turned down after applying for loans or lines of credit.

This new mover file offer applicants are in need of an alternative credit source. These individuals will respond to all sub prime offers including: auto loans, mortgage, online credit reporting, discount travel offers, and personal financial aids.

This file will be successful for the following offers: credit and loan; financial; insurance; education, distance learning sweepstakes; telemarketing; travel; mortgage and multi-magazine.

## Source

Online  
Direct Response

## Gender

53% Male  
42% Female

## Minimum Order

5,000 Records

## Format

Email	\$50/F
FTP	\$50/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$6/M run charge

## Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.