

# AmeriList Down But Not Out Consumers

125,000  
1,450,000

Monthly Hotline  
Total Universe



List ID: ALD172

## Summary Description

These consumers have all indicated through direct mail or internet that they are interested in repairing their credit while establishing new credit at the same time. Like most Americans today these hard working, but down and out consumers are trying to mend the situation they created and hopefully move forward with healthy credit.

**Recommended Usage:** Financial Solutions, Credit, Debt Consolidation, Music, Movie/ Book Clubs and More.

## Major Selections

Individual Age	Date of Birth
Household Income	Gender
Marital Status	Homeowner or Renter
Ethnicity	Credit Status
Presence of Children	

## Speciality Selections

Average Age: 35  
Average HH Income: \$36,500

## Additional Selections Pricing

Age	\$6/M
Date of Birth	\$6/M
Household Income	\$6/M
Gender	\$6/M
Marital Status	\$6/M
Homeowner	\$6/M
Ethnicity	\$10/M
Credit Status	\$6/M
Presence of Children	\$6/M



## BASE PRICE

\$85.00/M Universe  
\$95.00/M Hotline  
\$200.00/M Telemarketing

## LIST TYPE

Consumer

## LIST SOURCE

Direct Response

## GEOGRAPHY

Domestic (US)

## LIST MAINTENANCE

Updated monthly using National Change of Address (files are CASS certified and includes full name)

## GEOGRAPHY SELECTION

State  
County  
Zip Code, City  
SCF  
Zip Radius  
Metropolitan Area (MSA)  
Telephone Area Code/Prefix.

## ADDRESSING OPTIONS

E-Mail, File Transfer (FTP)-\$50F  
CD-Rom-\$35F  
3.5 HD Diskette-\$35F  
Magnetic Tape-Zip Tape  
Pressure Sensitive Labels 1 Up / 4 Up  
Prospect List  
3 x 5 Telemarketing Cards

## KEY CODING

Key Coding is available

## USAGE

One Time or Unlimited For One Year

## TELEMARKETING

Telemarketing is allowed with telemarketing script at time of purchase. Do not call scrubbing is available to registered sellers with a valid SAN (Sellers Account Number)

## SAMPLE MAIL PIECES REQUIRED

Yes

## CANCELLATION

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## COMMISSIONS

20% commission will be paid to registered agencies and brokers.

## MINIMUM ORDER

5000 Names

## NET NAME ARRANGEMENTS

Please Inquire

## EXCHANGES

N/A

For list counts, orders or a free market analysis call us toll free **1-800-457-2899**