

## Credit Relief Americans @Postal & E-Mail address

### SEGMENTS

January 2012

2,831,055	Universe	Base \$85/M
193,563	30 Day Recency	add \$10/M
	E-Mail (includes transmission)	Base \$95/M

### DESCRIPTION

Cash and credit strapped individuals who have sought alternative sources of credit. These credit concerned individuals have tapped out their existing lines of credit and have applied for in-house credit or other payment options, including deferred loans & extended payment plans.

A sub-prime audience, these buyers are shopping at low-mid scale retail, catalog and on on-line channels to purchase products & services needed for personal and household use.

This file will work for low end merchandise, insurance, credit & credit repair offers. It's a natural for mailers targeting sweepstakes respondents, opportunity seekers & impulse buyers.

\*Ask us about demographic enhancements to further segment this responsive file of credit hungry consumers

Sample mailing piece required.

#### Contact:

Terry Hudock

Phone: 203.698.0708

Fax: 203.698.0712

Email: [thudock@soundbeachmarketing.com](mailto:thudock@soundbeachmarketing.com)

#### Debbie Tether

Phone 203.270.8995

Fax: 203.270.0577

Email: [debtether@soundbeachmarketing.com](mailto:debtether@soundbeachmarketing.com)

### SELECTS:

Sweeps Interest: \$5/M

Shopping Channel:  
(Direct Mail, Catalog, On-Line shoppers): \$10/M  
Credit status/# of lines of credit \$10/M

Presence of Children  
(by age) : \$10/M

Phone Numbers:\$20/M  
Age:  
\$10/M

Income: \$10/M  
Demographics: \$10/M  
Ethnic: \$10/M  
Gender: \$10/M  
State/SCF/Zip: \$7.50/M

### INFORMATION:

AVERAGE INCOME:  
\$35K

MINIMUM ORDER:  
Postal: 10,000

E-Mail: \$2000  
REUSE:  
Available/Inquire  
CANCELLATION FEE:  
\$100/L  
Email/FTP: \$50/L



2 Rocky Point Road • Old Greenwich, CT 06870  
Phone: 203.698.0708 Fax: 203.698.0712  
[thudock@soundbeachmarketing.com](mailto:thudock@soundbeachmarketing.com)