



HOTLINE DIRECT CREDIT MONITOR

May 2010

SEGMENTS

39,655,787	Universe / Base Rate	\$75.00 /M
Inquire for specifics	Credit Monitor Score	+ \$20.00 /M
2,348,692	Monthly Hotline	+ \$10.00 /M
6,755,017	90 Day Hotline	+ \$5.00 /M
	Fundraisers Base rate	\$60.00 /M

DESCRIPTION

Hotline Direct Credit Monitor is derived from the Hotline Direct Masterfile. The Masterfile has been overlaid with a proprietary credit model identifying FICO-like scores of adults in households.

In addition to credit scores, data elements, including demographic, lifestyle, transactional, and other behavioral indicators are also available. Only records found on 2 or more sources are retained. The file is totally rebuilt every quarter and then enhanced and verified monthly with an "activity" file, indicating that there has been some transactional activity by the individual in the current month.

Contacts:

Terry Hudock
 Phone: 203.698.0708
 Fax: 203.698.0712
 Email: thudock@soundbeachmarketing.com

Debbie Tether
 Phone: 203.270.8995
 Fax: 203.270.0577
 Email: debtether@soundbeachmarketing.com

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS	
30 Day Hotline	\$10.00 /M
90 Day Hotline	\$5.00 /M
Credit Card Buyers	\$10.00 /M
Demographic Select	\$10.00 /M
Gender/Sex	\$7.50/M
Homeowners	\$10.00 /M
Presence of children (by age)	\$10.00/M
Pet Owners (Dog, Cat)	\$10.00/M
New Movers	\$10.00/M
African American Select	Inquire
Product (Inquire)	\$10.00/M
Mail Order Buyers	\$10.00/M
Retail Buyers	\$10.00/M
TV Generated Buyers	\$10.00/M
On-line Shoppers	\$10.00/M
Catalog Shoppers	\$10.00/M
State/SCF/Zip	\$7.50/M
Phone Numbers	\$20.00/M

GENDER PROFILE	
Male:	50%
Female:	50%

MINIMUM ORDER	
Quantity:	10,000

REUSE
Please inquire

TELEMARKETING
Telemarketing is allowed - Please Inquire

KEY CODING
Please inquire

ADDRESSING	
CARTRIDGE	\$30.00 /F
DISKETTE	\$30.00 /F
EMAIL/FTP	\$50.00 /F
MAG TAPE	\$30.00 /F
RUN CHARGE	\$7.50 /M
ZIP TAPE	\$35.00 /F



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