



# HOTLINE DIRECT CREDIT MONITOR

January 2012

## SEGMENTS

|  |              |
|--|--------------|
| Universe / Base Rate                       | \$75.00 /M   |
| Inquire for Credit Monitor Score specifics | + \$20.00 /M |
| 1,611,589 Monthly Hotline                  | + \$10.00 /M |
| 3,724,933 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:

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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 |



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