



**List Name: Short of Cash Consumers –
 Postal Available With Phones and/or E-mail (US014)**

Total Count: 21,286,781	List Type: Consumer
Cost: (USD)\$100/M Postal Cost: (USD) \$200/M E-mail	Source: Direct Marketing
(Volume Pricing is available)	Last Updated: Q3 2010
	IDM#: US014

Description:

These Applicants of Pay Day Loans have applied for loans ranging from \$300 to \$1500. Once approved the funds will be deposited directly into their checking accounts. This process takes no more then 24 hours. They have completed an online credit application, which requires these applicants to have a job and a checking account. These consumers are looking for a short-term loans to take care of the in between paycheck needs.

Short of Cash Consumers are highly responsive credit challenged individuals. They are willing to pay a higher finance charge for this loan program and ultimately help reestablish their credit standing. Many lenders see this as an opportunity to offer various loan products to assist these consumers.

Select: Available records: Mailing list: Phones Selection: E-mail Selection Geo Select list: Gender Select list:	Price: 21,286,781 \$0.10 (per item) \$0.05 (per item) \$0.05 (per item) \$0.01 (per item) \$0.01 (per item)	Minimum Order: Minimum purchase: Postal - \$1000.00 Email - \$2000.00 E-Mail/FTP Shipping: \$50.00/file E-Mail Blast: \$250.00 Flat
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(All pricing is in US funds subject to exchange rates)

Terms: Prepayment is required on all orders.

Cancellation Fee: \$50/F plus \$10/M after receipt of purchase order up to shipping date. Plus Full rental fee after ship date.

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