

# CREDIT GROUP DATA CARDS



<b>National Credit Register<sup>SM</sup></b>	<b>New Credit Additions<sup>SM</sup></b>	<b>Access American Homeowners<sup>SM</sup></b>	<b>Active Singles</b>
<p><b>Cardholders Likely To Buy Your Products &amp; Services</b></p> <p>This enhanced list of credit card users is compiled from numerous financial institutions and companies. Updated monthly and enhanced with over 100 data elements to identify the most active credit card shoppers.</p> <p><b>National Credit Register<sup>SM</sup></b> Total Universe: (150,000,000 +)      \$50.00/M</p>	<p><b>Contact New Shoppers While They're In A Buying Frenzy</b></p> <p>These new additions to FMP Direct's financial databases include credit buyers such as new homeowners, recent card recipients, card renewals, reactivated credit shoppers, etc. – a dynamic credit buying force.</p> <p><b>New Credit Additions<sup>SM</sup></b> Monthly Hotline: (1,000,000+)      \$60.00/M</p>	<p><b>Reach the American Homeowner Market With Ease</b></p> <p>A dynamic list of homeowners that is compiled from deed registrations, mortgage data and other reliable public record sources. Updated monthly.</p> <p><b>Access American Homeowners<sup>SM</sup></b> Total Universe: (55,000,000+)      \$60.00/M</p>	<p><b>Target Single Credit Card Shoppers When Their Needs Are the Greatest</b></p> <p>This file of active singles, widows/widowers, and divorcees is updated monthly to keep pace with this dynamic group of American credit consumers.</p> <p><b>Active Singles</b> Total Universe: (23,000,000+)      \$55.00/M</p>

**VISIT [FMPDIRECT.COM](http://FMPDIRECT.COM) FOR ONLINE COUNTS**

<b>Selections</b>			
<p>Dwelling Type, Gender, Head of Household, Household Income, Length of Residence, Marital Status, Median Age, Median Education, Median Home Value – each \$5.00/M extra</p> <p>Bank Cardholders, Homeowners, Individual Income, Occupation, Presence of Children, Renters, Retail Cardholders – each \$7.50/M extra</p>		<p>Ethnicity, Exact Age, Mail Order Buyers, Mail Responsive Donors, Telephone Numbers – each \$10.00/M extra</p> <p>Lender Name, Loan to Value, Loan Type, Mortgage Amount, Purchase Date, Rate Type, – each \$10.00/M extra</p> <p>State, SCF, County – \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra</p>	
<b>Best Uses</b>		<b>Other</b>	
<ul style="list-style-type: none"> <li>Automotive</li> <li>Banking</li> <li>Catalog</li> <li>Consumer Lending</li> <li>Consumer Products</li> <li>Continuity Clubs</li> <li>Credit Cards</li> <li>Entertainment/Travel</li> <li>Fundraising</li> <li>Health</li> </ul>	<ul style="list-style-type: none"> <li>Home Accessories</li> <li>Insurance</li> <li>Investment</li> <li>Magazine/Newspaper</li> <li>Mortgage/Refinance</li> <li>Restaurant</li> <li>Retail/Services</li> <li>Telecommunications</li> <li>Tourism</li> <li>Utilities</li> </ul>	<p>Delivery:</p> <ul style="list-style-type: none"> <li>Shipping occurs on or before the third working day from receipt of all required materials</li> <li>Rush service is available for an additional fee</li> </ul>	<p>Requirements:</p> <ul style="list-style-type: none"> <li>Minimum test: 5,000 names</li> <li>Sample mail piece &amp; mail dates</li> <li>Purchase order or signed order confirmation</li> <li>Prepayment or payment of previous orders if applicable</li> </ul>