



SEGMENTS

3,720,000	Total Universe /Universe Rate	\$85.00/M
155,000	Monthly Hotline	+ \$5.00/M

DESCRIPTION

These consumers are currently either looking to switch or in search of new insurance for anything from medical to auto. Responding to direct response pieces or receiving quotes online this audience is prime for offers of insurance, credit, financial assistance, pre-paid credit cards, automobile, catalog proprietary credit and other services.

DATE

UPDATED	03/19/2021
CONFIRMED	05/07/2021

GENDER

65% MALE 0% FEMALE

SOURCE

Lifestyle questionnaire, Direct response, Internet/On-Line, Compiled lists, Multi Sourced, Opt-in e-mail

ADDITIONAL CHARGES

HH Income	\$5.00/M
Age Indicator	\$5.00/M
Dwelling Type	\$5.00/M
Marital Status	\$5.00/M
Mail Buyer	\$7.50/M

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

Net Name is allowed	85%
Min Qty	50,000
Run Charges	\$8.00/M

For More information or ordering contact our Sales Representative:

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