

# BANK CREDIT CARD HOLDERS

3/20/2017

014A

List Broker Discount 25% - More Information

12,008,245 At Home	\$85.00/M
11,245,308 With Phone	\$105.00/M
7,248,106 At Office	\$105.00/M
6,845,562 With Phone	\$125.00/M
2,610,592 Opt-In Email Addresses	\$125.00/M

## DESCRIPTION

**Bank Credit Card Holders**, who generally have both a Master and Visa Card, in addition to two other major credit cards..

## PROFILE

Average Age:	48
Average Income:	\$50,000.00
Average Net Worth:	\$75,000.00

## SOURCES

Direct Mail  
Mail Order Companies  
Telemarketing  
Investment questionnaires  
Subscriptions  
Catalogs  
Telemarketing  
Proprietary Sources  
Opt-In Email

## Counts thru 3/2017

### DATE

3/2017 UPDATED  
3/2017 CONFIRMED

### UNIT OF SALE

\$500.00 AVERAGE

### GENDER

65% MALE  
35% FEMALE

### SOURCES

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

### ADDRESSING

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

### SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

### ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

**Guaranteed 95% Deliverable** | MINIMUM ORDER: 5,000 RECORDS

## Updated Quarterly

Last Update: 3/2017  
Next Update: 6/2017

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate

**data owner:**



**ws ponton**  
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