



datacard

## First To Market New Bankruptcy Discharges

Counts Through April 2010

Updated May 2010

### Overview:

240,000 Monthly Hotline \$75/M + 20/M  
60,000 Weekly Hotline \$75/M + \$10/M  
8,500 Daily Hotline \$75/M + \$15/M

### Description:

#### FILE DESCRIPTION

Many bankruptcy discharge files claim to be the hottest, newest, freshest on the market. Some even claim to provide updates on a daily basis- but are those "daily" updates yesterday's discharges? It is more likely that those records were simply added to the list in the last day or so. FIRST TO MARKET new bankruptcy discharges are compiled, IN-HOUSE, every day.

You are getting simply the hottest, most current discharge listings available. Be the first mailer in the mail with the hottest names and reap the most success. FIRST TO MARKET should be tested by any mailer looking to help these consumers build a new life. This list is perfect for:

- Credit Card offers
- Any offer with a sweepstakes or freemium
- Finance loans
- Catalogs that offer credit
- Insurance offers
- Financial guidance
- Home based business offers
- Travel and Timeshare
- New auto loans
- and more

\*Inquire about telemarketing usage\*

### Source

Compiled Daily from County Court Houses

### Gender Profile

48.0 % Male  
52.0 % Female

### Selection Charges

SCF \$7.00/M  
STATE \$7.00/M  
ZIP \$7.00/M  
HOTLINE \$20.00/M  
MONTHLY HOTLINE \$10.00/M  
3 MONTH HOTLINE \$5.00/M  
GENDER/SEX \$5.00/M  
HOME OWNER \$20.00/M  
KEY CODE \$3.00/M  
Date of Discharge \$10.00/M  
Bankruptcy Type Discharged \$10.00/M

### Output Media

CARTRIDGE \$50.00/F  
DISKETTE \$50.00/F  
EMAIL \$50.00/F  
MAG TAPE \$50.00/F  
FTP \$50.00/F  
CD ROM \$50.00/F

### Update Schedule

Quarterly

### Cancellation Charge :

\$100.0/F

### Minimums

2000 Quantity  
\$225 Value

### STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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