



datacard

# FIRST TO MARKET NEW BANKRUPTCY FILINGS

Counts Through April 2010

Updated May 2010

**Overview:**

100,000	Monthly Hotline	\$65/M
3,330	Daily Hotline	\$65/M + \$15/M
24,334	Weekly Hotline	\$65/M + \$10/M

**Description:**

Many bankruptcy 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 filings? It is more likely that those records were simply added to the list in the last day or so. FIRST TO MARKET new bankruptcy filings are compiled, IN-HOUSE, every day.

You are getting simply the hottest, most current filings available. This is so important as the first mailer in the mail with the hottest names is usually the most successful. FIRST TO MARKET should be tested by any mailer looking to help these consumers build a new life. This list is perfect for

- \* Secured Credit Card offers
- \* Any offer with a sweepstakes or freemium
- \* Finance loans
- \* Credit Repair and/or counseling services
- \* Catalogs that offer credit
- \* Insurance offers
- \* Financial guidance
- \* Home based business offers
- \* Use as a suppression file

\*and more

\*Inquire about telemarketing usage\*

**Source**

Compiled

**Selection Charges**

SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M
HOTLINE	\$20.00/M
MONTHLY HOTLINE	
WEEKLY/BI-WEEKLY HOTLINE	\$10.00/M
HOME OWNER	\$20.00/M
Filing Date	\$10.00/M
Bankruptcy Type	\$15.00/M

**Output Media**

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

Infocore Inc.  
 2375 Camino Vida Roble, Suite A  
 Carlsbad, CA 92011

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- [selson@infocore.com](mailto:selson@infocore.com)

Web -- <http://www.infocore.com>