

Nextmark ID	175120
SRDS ID	866279-000
mIn ID	M118059

New Credit Card Activations by Marigold

Individuals that have activated a new credit card.

DESCRIPTION

The Marigold New Credit Card Activation file provides an ideal demographic for targeting consumers throughout the United States that have just activated a new credit card. Establishing and obtaining credit is a critical part of developing purchasing power. These individuals have recently armed themselves with new credit cards and they are not afraid to use them. Inquire about additional selection capabilities to better identify your ideal demographic.

SELECTS

Age Of Children	\$5/M
College Students	\$5/M
Computer Owner	\$5/M
Donor	\$5/M
Ethnicity	\$5/M
Lifestyle Select	\$5/M
Marital Status	\$5/M
SCF	\$5/M
State	\$5/M
Zip	\$5/M

LIST INFO

Total Count:	1,918,625
Base Price:	\$70/M
Source:	Compiled lists
Geography:	USA
Min. Purchase:	\$500.00
Market:	Consumer

LIST TYPES AVAILABLE

Postal
Phone

LIST MAINTENANCE

New to Market	10/14/2005
Update Freq.	Monthly

DELIVERY OPTIONS

Email Delivery	\$50
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ADDRESSING OPTIONS

Text/Excel	\$0/
Mailing Labels	\$10/

CONTACT NAME	ROLE	EMAIL	PHONE	FAX
TJ Downey	List Manager	tj@marigolddirect.com	(646) 442-2076	(888) 761-8817

Are you interested in marketing to a specific subset, demographic, or geographic area of this list? Request a count for the segment you are looking for by calling us at (212) 696-5000.