



## Apollo Hispanic Credit Card

150,000	30 Day Hotline	\$80/M
	Fundraising	\$70/M

### Description:

The Apollo Hispanic New Credit Card issues list allows marketers to target an outstanding audience of consumers-individuals with newly extended credit lines and a propensity to purchase direct! These are individuals that have either just received their very **FIRST CARD**, or an **ADDITIONAL CARD**. These Hispanics enjoy an active, family-oriented lifestyle; have a great many needs to fulfill and not much time for traditional shipping. They rely on direct mail for its convenience.

### Selections:

Spanish Speaking	\$12.00/M
Credit Card by Type	\$12.00/M
Number of Credit Cards	\$12.00/M
Age	\$12.00/M
Income	\$12.00/M
Gender	\$7.00/M
Homeowner	\$12.00/M
Dwelling Type	\$12.00/M
Length of Residence	\$12.00/M
Home Value	\$12.00/M
Geography	\$7.00/M
Ethnicity / Religion	\$12.00/M
Presence of Children	\$12.00/M
Marital Status	\$12.00/M
Mail Order Buyers	\$12.00/M
Sweepstakes Entrants	\$12.00/M
Hobby Buyers by Type: <i>Craft's, Sewing - Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles</i>	\$12.00/M

Please inquire for additional selections!

### AVRICK DIRECT, INC.

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#### LIST TYPE

30 Day Hotline

#### UNIVERSE

6 Month 900,000

#### GEOGRAPHY

United States

#### SOURCE

Processing Center, Hispanics self reported, warranty cards

#### GENDER PROFILE

41% Males / 44% Female

#### MINIMUM ORDER

5,000 minimum order

#### MEDIA TYPE

Email/FTP: \$50 Flat  
CD Rom/Cartridge: \$35 Flat

#### THIS QUALITY LIST IS MANAGED BY:

Adrea Rubin Marketing, Inc.  
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#### CONTACT INFORMATION

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