



Apollo Spanish Speaking Credit Card

25,000	30 Day Hotline	\$90/M
	Fundraising	\$70/M

Description:

The Apollo Spanish Speaking 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 consumers 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:

Credit Card Type	\$10/M
Number of Credit Cards	\$10/M
Age	\$10/M
Income	\$10/M
Gender	\$ 6/M
Homeowner	\$10/M
Dwelling Type	\$10/M
Home Value	\$10/M
Geography	\$ 6/M
Ethnicity/Religion	\$10/M
Marital Status	\$ 6/M
Mail Order Buyers by Type	\$10/M
Presence of Children	\$10/M

Please inquire for additional selections!

LIST TYPE

30 Day Hotline

UNIVERSE

12 Month 300,000

GEOGRAPHY

United States

SOURCE

Processing Center, Spanish Speaking 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.
441 Lexington Ave., 9th Flr.
New York, NY 10017

CONTACT INFORMATION

Mary Lauterbach
P: (646) 487-3785
Fax: (212) 983-0107
maryl@adrearubin.com

AVRICK DIRECT, INC.

1021 Tremonto Road, Santa Barbara, CA 93103
Ph: 805.683.6551 • Fax: 805.683.6553 • www.avrickdirect.com