

"CHARGE IT" PARENTS



4,330,311	"Charge It" Parents	\$60.00/M
2,051,686	90 Day MOB Hotline	+10.00/M
2,983,232	Mortgage Holders	+10.00/M

List Description

The demands of families with 2 or more children keeps parents on their toes. The mounting costs of family life can sometimes be overwhelming but, with credit card in hand, parents are more at ease buying all those household goods, new wardrobes, books, videos, subscriptions and educational merchandise. Having a credit card also enables parents to indulge more often: dining out, travelling, buying toys, gadgets and other fun things. These parents are good targets for financial, insurance and additional credit offers.

Additional Selections

State, Zip, SCF	\$5.00/M	Homeowners	5.00/M
Zip + 4	6.50/M	6 Month/ 12 Month MOB	5.00/M
Sex	5.00/M	30 Day New Movers	10.00/M
Age	6.00/M	Mag Tape Fee	\$25.00
Income	6.00/M	Cartridge Fee	\$25.00
PRIZM™	10.00/M	Running Charges	\$6.50/M
Bankcard Holders	10.00/M		

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.



FOCUS USA

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10/95

Post-it® Fax Note	7671	Date	2/20	# of pages	1
To	Simpson	From	Lee		
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