



Pay Day Loans Database

TOTAL RECORDS: 20,000,000

BASE PRICE: \$85/M

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 20 million records in our Pay Day Loans database, our clients are sure to find a vast number of recipients ready to receive their message. Our Pay Day Loans database can be customized based on your organizations needs. Let us know how we can make this list even more specific to your company's goals and objectives.

Reach consumers who have applied online for Pay Day Loans. These applicants have sought cash advances to receive money in-between work pay periods. Typically these consumers seek pay day loans in order to pay bills, in the case of an emergency, for entertainment purposes, car repairs, and a variety of other reasons. Pay Day Loan consumers must be employed and typically pay back their loans once they receive a paycheck or opt to pay back their loans over time. Pay Day Loan consumers are great targets for debt remedies, services to develop their credit, and loans. This is the list for you are looking to reach consumer with offers on loans, cash advances, credit cards, sweepstakes, mortgages, etc.

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

SELECTIONS:

3 Month Hotline: \$10/M
 Geography: \$5/M
 Investment Type: \$5/M
 Income: \$5/M
 Net Worth: \$5/M
 Age: \$5/M
 Gender: \$5/M
 Martial Status: \$5/M
 Mail Order Buyer: \$5/M
 Magazine Subscriber: \$5/M
 Donor: \$5/M
 Ethnicity: \$5/M
 Religion: \$5/M
 Book Buyer: \$5/M
 Homeowner: \$5/M
 Length of Residence: \$5/M
 Presence of Children: \$5/M
 Age of Child Present: \$5/M
 Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.