

Dell Consumer Loan Statement Inserts

SEGMENTS:

4,800,000 Total 2016 Statements
400,000 Monthly

\$30.00/M

SOURCE:

Direct Mail

DEMOGRAPHICS:

Average age: 40
Average HHI: \$70,000+

MINIMUM ORDER:

100,000

RECOMMENDED FOR ALL:

Apparel, Collectibles, Consumer Services, Electronics,
Financial, Fitness & Beauty, Food/Gift, Fundraising,
General Merchandise, Home Decor, Insurance, and
Senior offers.

PROFILE:

Dell Financial Services provides financing for the acquisition of new computers and related products sold by Dell, Inc. The majority of the customers are tech-savvy, credit-worthy professionals who have been approved for loans/leasing on significant purchases. These customers purchase online/email and are direct marketing responsive.

The program is national but geo targeting is available.

Specs: Min. Size: 3 1/4" x 6 1/4"
Max. Size: 3 1/2" x 8 1/2"
Paper: 60# min, 80# max

We also recommend:
Dell Business Loan Statements

For detailed recommendations, please contact:

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