

SEGMENTS

432,867	Total Universe /Universe Rate	\$90.00/M
62,918	3 Month Hotline	+ \$10.00/M
20,859	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The 10 Pounds 10 Days Diet Plan mailing list from Midway Direct Marketing is comprised of people who have expressed an interest in losing weight. This file is of predominately female diet seekers who have signed up for a trial period to receive a diet plan. These diet enthusiasts are constantly battling the scale and would like nothing more than a easy weight loss solution. These individuals are looking for diet offers, weight loss supplements, anti aging products and other beauty enhancement items.

This file has been created from different Can-Spam compliant opt-in websites. The file is 100% opt-in. These individuals have opted-in to receive emails from third parties. Our records are frequently updated with all NCOA processing, each record has been verified, scrubbed and cleaned.

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DATE

UPDATED	07/20/2016
CONFIRMED	07/21/2016

GENDER

23% MALE 66% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Date of Birth	\$10.00/M
Presence of Child	\$10.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Gender	\$8.00/M
Monthly Hotline	\$15.00/M
Credit Card Buyers	\$10.00/M
Phone Number	\$175.00/M

ADDRESSING

EMAIL	\$25.00/F
FTP	\$25.00/F

MINIMUM ORDER

5,000
\$250.00 MINIMUM PAYMENT

CANCELLATION

Cancellation Fee	\$250.00/F
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EXCHANGES

Exchange is not allowed

REUSE

Please inquire

OWNER/MANAGER

---MANAGER'S EMAIL ADDRESS---
Ron Davidson 224 241-2022
rdavidson@midwaydirectmarketing.com

Midway Direct Marketing
815 N. Delphia
Park Ridge IL 60068
MANAGER
Phone: (224) 241-2022
Fax:

NET NAME ARRANGEMENTS

Net Name is allowed Run Charges \$8.00/M