

SEGMENTS

| | | |
|---------|-------------------------------|-------------|
| 579,637 | Total Universe /Universe Rate | \$95.00/M |
| 33,290 | 1 Month Hotline | + \$15.00/M |
| 101,784 | 3 Month Hotline | + \$10.00/M |

DESCRIPTION

The **Animal Shelter Donors** mailing form Midway Direct Marketing is comprised of charitable individuals who have donated to animal causes. These compassionate pet lovers have made donations of \$25 and more with the hope that animals are not neglected. These individuals are hoping for better shelters for animals and the support in helping finding homes for homeless cats and dogs. They are hoping their donations will make a difference in the lives of these precious animals. Reach animal caring donors that will be receptive to all animal organizations including pet donation centers, hospitals, environment and other charitable causes.

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.

DATE

| | |
|-----------|------------|
| UPDATED | 09/18/2015 |
| CONFIRMED | 09/18/2015 |

GENDER

38% MALE 62% FEMALE

SOURCE

Multi Sourced, Direct mail sold

ADDITIONAL CHARGES

| | |
|----------------------|------------|
| Age | \$8.00/M |
| Date of Birth | \$10.00/M |
| Presence of Children | \$10.00/M |
| Home Owner | \$10.00/M |
| Income Select | \$10.00/M |
| Gender | \$8.00/M |
| Monthly Hotline | \$10.00/M |
| Credit Card Holders | \$15.00/M |
| Phone Number | \$125.00/M |

ADDRESSING

| | |
|-------|-----------|
| FTP | \$25.00/F |
| EMAIL | \$25.00/F |

MINIMUM ORDER

5,000
\$250.00 MINIMUM PAYMENT

CANCELLATION

| | |
|------------------|------------|
| Cancellation Fee | \$250.00/F |
|------------------|------------|

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 |