

SEGMENTS

2,196,250	Total Universe /Universe Rate	\$90.00/M
130,780	1 Month Hotline	+ \$15.00/M
392,450	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Avid Bargain Hunters list from Midway Direct Marketing consists consumers searching for the best deals available. Our mailing list will provide you with individuals who have participated in shopping clubs, surveys, coupon clippings and other promotions. These individuals are constantly looking for bargains to buy general merchandise, clothes, household items and more. This file is primarily composed of female shoppers with a modest income level that are coupon users. These consumers will make excellent prospects for catalogs, credit cards, promos offering reward points, rebates and other discounts.

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	05/14/2019
CONFIRMED	05/16/2019

GENDER

25% MALE 75% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Gender/Sex	\$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
Credit Card Holders	\$10.00/M
Monthly Hotline	\$15.00/M

ADDRESSING

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

MINIMUM ORDER

5,000
\$500.00 MINIMUM PAYMENT

CANCELLATION

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

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

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