

SEGMENTS

2,842,535	Total Universe /Universe Rate	\$95.00/M
153,194	Monthly Hotline	+ \$15.00/M
37,487	Weekly Hotline	+ \$10.00/M

DESCRIPTION

The Balance My Bad Credit mailing list from Midway Direct Marketing connects you with individuals looking to stabilize their poor credit history. These consumers have accumulated an enormous amount of debt and have failed to meet their credit obligations. These individuals are having a difficult time securing loans, applying for credit cards and other forms of credit. After exhausting most of their options they are looking for a new beginning. If you are looking to target individuals with low credit ratings this is the ideal file to market credit repair services, unsecured credit cards, prepaid credit cards and other credit rebuilding methods.

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 performed monthly, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	02/21/2018
CONFIRMED	02/21/2018

GENDER

40% MALE 57% FEMALE

SOURCE

Internet/On-Line, Direct response

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	\$15.00/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 allowedRun Charges \$8.00/M