

**SEGMENTS**

3,184,752	Total Universe /Universe Rate	\$95.00/M
213,649	1 Month Hotline	+ \$15.00/M
644,371	3 Month Hotline	+ \$10.00/M

**DESCRIPTION**

The **Big Bucks Sweepstakes Participants** mailing list consists of individuals frequently participating in different lottery games, including sweepstakes, contests and other giveaway games. These individuals enjoy the excitement of gambling at a chance to win cash, merchandise and other valuable prizes. This highly impulsive consumer base is the ideal market to promote all sweepstakes and incentive based offers, credit cards, debt consolidation, travel deals, catalogs, health insurance and more.

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	09/01/2015
CONFIRMED	09/01/2015

**GENDER**

0% MALE 0% FEMALE

**SOURCE**

Sweeps Generated, Compiled lists, Internet/On-Line

**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/Sex	\$8.00/M
Monthly Hotline	\$15.00/M
Credit Card Holders	\$15.00/M
Phone Number	\$150.00/M

**ADDRESSING**

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

**MINIMUM ORDER**

5,000  
\$500.00 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](mailto:rdavidson@midwaydirectmarketing.com)

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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