

SEGMENTS

1,342,792	Total Universe /Universe Rate	\$90.00/M
314,692	3 Month Hotline	+ \$10.00/M
105,487	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The Cash Funds Now mailing list from Midway Direct Marketing consists of individuals who have recently applied for a payday loan. Like most payday consumers these individuals are having a difficult time remaining current with their bills. Many of these individuals are looking for a quick transaction and have applied for a short term cash loan. The main guidelines require that the borrower is currently employed and has an active checking account. Our payday loan database allows you to target people that will be responsive to all cash advance, debt consolidation, prepaid credit cards and other subprime offers.

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	08/01/2016
CONFIRMED	08/24/2016

GENDER

54% MALE 46% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Date of Birth	\$10.00/M
Home Owner	\$10.00/M
Presence of Children	\$10.00/M
Income Select	\$10.00/M
Gender	\$8.00/M
Monthly Hotline	\$15.00/M
Credit Card Holders	\$10.00/M
Phone Number	\$150.00/M

ADDRESSING

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

MINIMUM ORDER

5,000
\$250.00 MINIMUM PAYMENT

CANCELLATION

Cancellation Fee	\$250.00/F
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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