

SEGMENTS

897,775	Total Universe /Universe Rate	\$90.00/M
115,402	1 Month Hotline	+ \$15.00/M
347,128	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Credit Score Issues mailing list from Midway Direct Marketing is composed of those whom have some form of deficiency on their credit report. This may be, but not limited to, non/late payment toward any purchase. 650 is the average score, with many falling significantly below this. Poor financial management and payment history are what distinguish these consumers apart from the vast majority of other lists. They have exhausted all avenues in an effort to rebuild their credit and are searching for alternative solutions. These consumers will make excellent candidates to market debt consolidation opportunities, cash advance loans, secured credit cards and are credit rebuilding tools.

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	01/27/2017
CONFIRMED	01/28/2017

GENDER

42% 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
Credit Card Holders	\$10.00/M
Phone Number	\$150.00/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