

SEGMENTS

4,555,320	Total Universe /Universe Rate	\$90.00/M
34,886	1 Month Hotline	+ \$15.00/M
115,881	3 Month Hotline	+ \$10.00/M

DESCRIPTION

Cruise Enthusiasts is comprised of individuals looking online for cruise deals and packages. They sign up for a free cruise to the Bahamas leaving from Ft. Lauderdale for 2 nights. On the cruise they enjoy a Las Vegas style casino, live entertainment, salon and spa, and a kids club and water park. Many of these consumers are seasoned travelers who like to do their research and tend to spend several hours per day online. These are great targets for future cruise and vacation discount 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	01/01/2016
CONFIRMED	01/04/2016

GENDER

35% MALE 65% FEMALE

SOURCE

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 allowed	
Run Charges	\$8.00/M