

SEGMENTS

1,997,054	Total Universe /Universe Rate	\$90.00/M
183,768	1 Month Hotline	+ \$15.00/M
546,237	3 Month Hotline	+ \$10.00/M
47,952	Weekly Hotline	+ \$20.00/M

DESCRIPTION

The **Direct Payday Loans** mailing list from Midway Direct Marketing consists of individuals who have recently applied for a payday loan. 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 the perfect consumers 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 09/01/2015
 CONFIRMED 09/10/2015

GENDER

0% MALE 0% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

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

ADDRESSING

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

MINIMUM ORDER

5,000

CANCELLATION

Cancellation Fee \$250.00/F

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