

SEGMENTS

1,237,525	Total Universe /Universe Rate	\$90.00/M
342,890	3 Month Hotline	+ \$10.00/M
114,240	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The Emergency Cash Seekers mailing list from Midway Direct Marketing consists of people who are having financial problems. These individuals are looking for a quick cash transaction that will help them pay off many of their past due bills. The main guidelines require that the borrower is currently employed and has an active checking account. Our payday loan database allows you to target 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.

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DATE

UPDATED	07/21/2016
CONFIRMED	07/22/2016

GENDER

53% MALE 47% 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

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 allowedRun Charges \$8.00/M