

SEGMENTS

1,940,658	Total Universe /Universe Rate	\$90.00/M
123,746	1 Month Hotline	+ \$15.00/M
371,972	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Free Play Sweepstakes mailing list consists of individuals who desire to participate in sweepstakes contests. These individuals have recently entered into numerous sweepstakes and lottery drawings for an opportunity to win cash plus a multitude of prizes. This highly impulsive consumer base is the ideal market to promote all sweepstakes and incentive based offers, credit cards, debt consolidation, travel, catalogs, health insurance and more.

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	09/01/2016
CONFIRMED	09/15/2016

GENDER

0% MALE 0% 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