

SEGMENTS

1,961,754	Total Universe /Universe Rate	\$95.00/M
198,639	Monthly Hotline	+ \$15.00/M
50,761	Weekly Hotline	+ \$10.00/M

DESCRIPTION

The **Free Credit Run** File consists of credit seekers who have responded to an offer to receive a free credit report. The responders on the file are seeking help to rebuilt or establish their credit. These internet driven responders are double opt in to ensure that you are connected to the right consumer. The individuals on this file have proven to be responsive for all credit related offers, debt consolidation programs, discount clubs, catalog offers, promotional offers, cash advance offers and many 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	09/01/2015
CONFIRMED	09/18/2015

GENDER

50% MALE 50% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

Home Owner	\$10.00/M
Presence of Child	\$10.00/M
Income Range	\$10.00/M
Gender/Sex	\$8.00/M
Age Range	\$8.00/M
Phone Number	\$150.00/M
Credit Card Holders	\$10.00/M
Monthly Hotline	\$15.00/M

ADDRESSING

FTP	\$50.00/F
EMAIL	\$50.00/F

MINIMUM ORDER

5,000
\$300.00 MINIMUM PAYMENT

CANCELLATION

Cancellation Fee	\$250.00/F
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EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

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