

SEGMENTS

1,629,588	Total Universe /Universe Rate	\$85.00/M
37,804	Weekly Hotline	+ \$20.00/M
152,497	1 Month Hotline	+ \$15.00/M
460,653	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The **Frequent Sweepstakes Players** mailing list from Midway Direct consists of avid sweepstakes players. These individuals enjoy the excitement of having an opportunity to win different prizes by entering sweepstakes contests. They enjoy participating in all types of sweepstakes including lotteries, instant win games and all other giveaways. Sweepstakes players are big believers that with their next win they will hit the jackpot. They are the ideal consumer group to target with all sweepstakes, travel/cruise deals, casinos, entertainment, insurance quotes, donations, fundraisers and others.

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	09/15/2015
CONFIRMED	09/15/2015

GENDER

42% MALE 58% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Gender/Sex	\$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
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

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