

SEGMENTS

1,276,632	Total Universe /Universe Rate	\$90.00/M
163,285	1 Month Hotline	+ \$15.00/M
478,859	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The **Gift Card Giveaways** file is a direct response file generated from email campaigns. Contact today active sweepstakes consumers who are responding to gift card offers and are entering their information online for a sweepstakes drawing. Market this internet driven file of sweepstakes players and reach the perfect prospect for any promotional offer, catalogs and catalog cards, magazines, sweepstakes, low-ticket consumer merchandise items, payday loan offers, secured and unsecured credit card 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	09/02/2015
CONFIRMED	09/12/2015

GENDER

35% MALE 65% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Gender/Sex	\$8.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Presence of Children	\$10.00/M
Date of Birth	\$10.00/M
Mail Order Buyers	\$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
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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