

SEGMENTS

1,384,732	Total Universe /Universe Rate	\$90.00/M
308,592	3 Month Holtine	+ \$10.00/M
102,464	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The Insurance Plans for Seniors mailing list from Midway Direct Marketing is comprised of seniors who are looking for additional health coverage. These individuals over the age of 65 have requested to receive a free health insurance quote that will help them bridge any gaps left by their medicare benefits. Elderly consumers are excellent prospects to target with health insurance, prescription discounts, catalogs, travel and cruises, retirement planning and other 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	06/27/2016
CONFIRMED	06/27/2016

GENDER

0% MALE 0% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Date of Birth	\$10.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Gender	\$8.00/M
Monthly Hotline	\$15.00/M
Credit Card Buyers	\$10.00/M
Phone Number	\$150.00/M

ADDRESSING

FTP	\$25.00/F
EMAIL	\$25.00/F

MINIMUM ORDER

5,000

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not 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 not allowed