

SEGMENTS

950,775	Total Universe /Universe
Rate \$90.00/M	
138,550	1 Month Hotline
+ \$15.00/M	
405,665	3 Month Hotline
+ \$10.00/M	

DESCRIPTION

The Living With Bad Credit mailing list from Midway Direct Marketing brings you in contact with people that have a below 600 credit score. These individuals are looking for immediate results to eliminate negative items from their credit reports. These individuals have responded to a credit repair offer and are willing to take action to restore their credit. They would like to demonstrate the ability to pay off debt and gain some credit recognition. These poorly rated consumers will be receptive to credit repair offers, prepaid credit cards, unsecured cards 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 performed monthly, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	03/16/2017
CONFIRMED	03/16/2017

GENDER

52% MALE 46% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Date of Birth	\$10.00/M
Presence of Children	\$10.00/M
Homeowner/Renter	\$10.00/M
Income Select	\$10.00/M
Gender	\$8.00/M
Monthly Hotline	\$10.00/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
\$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 allowed	
Run Charges	\$8.00/M