

SEGMENTS

1,697,528	Total Universe /Universe Rate	\$90.00/M
112,193	1 Month Hotline	+ \$15.00/M
337,486	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Party Supply Shoppers mailing list from Midway Direct Marketing consists of consumers who have shown an interest in purchasing party supplies. This file consists of mostly females who are shopping for discounted items for birthday parties, theme parties and other special events. These do-it-all moms are searching for savings and will make the perfect targets to market all shopping clubs, credit cards, catalogs and other promotions. Plus household items, children products and seasonal/holiday merchandise.

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	02/03/2016
CONFIRMED	02/03/2016

GENDER

0% MALE 0% FEMALE

SOURCE

Buyers, Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$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
Gender	\$8.00/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
\$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 allowedRun Charges \$8.00/M