

SEGMENTS

1,758,329	Total Universe /Universe Rate	\$90.00/M
42,716	Weekly Hotline	+ \$20.00/M
169,084	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The **Senior Citizens Credit** mailing list from Midway Direct Marketing is comprised of elderly individuals looking for credit. In order to maintain and enjoy a comfortable lifestyle into their golden years these active seniors have a need for additional credit. Many of these individuals started thinking about retirement late and would like credit to afford some of life's luxuries. Our seniors file is an excellent source to target consumers age 60 and up with all credit card offers, health insurance, catalogs, travel and cruise, investments, retirement planning and more.

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	09/11/2015
CONFIRMED	09/16/2015

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
Gender/Sex	\$8.00/M
Income Select	\$10.00/M
Monthly Hotline	\$15.00/M
Credit Card Holders	\$10.00/M
Mail Order Buyers	\$10.00/M
Phone Number	\$150.00/M

ADDRESSING

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

MINIMUM ORDER5,000
\$250.00 MINIMUM PAYMENT**CANCELLATION**

Cancellation Fee \$250.00/F

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