

SEGMENTS

1,634,542	Total Universe /Universe Rate	\$90.00/M
373,902	3 Month Hotline	+ \$10.00/M
125,831	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The Senior Coupon Collectors mailing list from Midway Direct Marketing allows you to target elderly individuals who are coupon users. These senior citizens are frugal managers of their money who take full advantage of all discounts, promotions and saving opportunities. They enjoy the many perks of being a senior citizen and never miss a chance to clip a coupon. Our seniors file is an excellent source to market offers relating to health insurance, prescription discounts, sweepstakes, catalogs, travel and cruises, retirement planning and much 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.

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DATE

UPDATED	07/11/2016
CONFIRMED	07/11/2016

GENDER

0% MALE 0% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Gender	\$8.00/M
Date of Birth	\$10.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/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
\$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