

**SEGMENTS**

1,769,353	Total Universe /Universe Rate	\$90.00/M
348,491	3 Month Hotline	+ \$10.00/M
116,508	1 Month Hotline	+ \$15.00/M

**DESCRIPTION**

The Special Offers for Senior Citizens mailing list from Midway Direct Marketing is comprised of elderly individuals looking for discounts. These consumers are all over the age of 60 and have signed up to receive discounts on dining, shopping and services. These seniors enjoy all the perks of being a senior citizen and take full advantage of all discount offers. Our seniors file is an excellent source to target consumers with all pain relief offers, health insurance, catalogs, travel and cruises, investments, 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.

**DATE**

UPDATED	06/24/2016
CONFIRMED	06/24/2016

**GENDER**

0% MALE 0% FEMALE

**SOURCE**

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 Buyers	\$10.00/M
Phone Number	\$150.00/M

**ADDRESSING**

EMAIL	\$25.00/F
FTP	\$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](mailto:rdavidson@midwaydirectmarketing.com)

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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