

SEGMENTS

1,877,563	Total Universe /Universe Rate	\$95.00/M
342,814	3 Month Hotline	+ \$10.00/M
115,609	1 Month Hotline	+ \$15.00/M

DESCRIPTION

The Subprime Credit mailing list from Midway Direct Marketing allows you to target individuals looking to become credit worthy again. This file consists of individuals with a below 650 credit score who have a difficult time burrowing money and receiving any type of credit. Many of these individuals have fallen on hard times losing their jobs, coming across unexpected bills and other unforeseen emergencies. The subprime consumer is perfect for cash advance loans, catalog cards, prepaid cards, cheap merchandise and many other offers.

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	06/16/2016
CONFIRMED	06/16/2016

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
Credit Card Holders	\$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

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