

SEGMENTS

35,000	Total Universe /Universe Rate	\$190.00/M
5,692	Monthly Hotline	+ \$30.00/M

DESCRIPTION

The Sweeps Winners Only is a direct mail generated file consisting of sweepstakes entrants who have recently responded to a sweepstakes offer. This highly impulsive consumer base is the ideal market to promote sweepstakes contests, lotteries, credit cards, shopping clubs, travel deals, catalogs, health insurance and other promotions. These individuals enjoy making mail order purchases and have a tendency to be more receptive to direct mail offers. Our records are frequently updated with all NCOA processing, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	10/19/2016
CONFIRMED	10/19/2016

UNIT OF SALE

\$25.00

GENDER

30% MALE 70% FEMALE

SOURCE

Buyers, Sweeps Generated

ADDITIONAL CHARGES

Age	\$8.00/M
Gender	\$8.00/M
Monthly Hotline	\$30.00/M
Credit Card Holders	\$10.00/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

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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