

SEGMENTS

678,548	Total Universe /Universe Rate	\$90.00/M
52,316	1 Month Hotline	+ \$15.00/M
158,147	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Sweepstakes Entry by Mail mailing list from Midway Direct Marketing consists of sweepstakes players who have entered in a sweepstakes via direct mail. These participants have responded to a direct mail offer indicating their interest in entering a sweeps giveaway at an opportunity to win cash and a grand trip. This file is an excellent source for telemarketing offers as well as travel campaigns, health insurance, donations and others. Our records are frequently updated with all NCOA processing, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	02/17/2016
CONFIRMED	02/17/2016

GENDER

43% MALE 57% FEMALE

SOURCE

Direct response, Sweeps Generated

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 Holders	\$10.00/M
Phone Number	\$180.00/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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Park Ridge IL 60068
MANAGER
Phone: (224) 241-2022
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NET NAME ARRANGEMENTS

Net Name is allowed Run Charges \$8.00/M