

SEGMENTS

832,697	Total Universe /Universe Rate	\$110.00/M
71,804	1 Month Hotline	+ \$15.00/M
223,593	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Sweepstakes Postal Participants mailing list from Midway Direct Marketing consists of individuals who have a thirst for entering sweepstakes contests. These individuals enjoy the excitement of having an opportunity to win luxurious prizes including cash, cars, vacations and many others. This file has been generated from direct mail entrants who have responded to a sweepstakes offer. The average age of each participant is 60 with an annual household income of \$42,000. This is the ideal consumer base to promote sweepstakes contests, credit cards, shopping clubs, travel deals, low-end catalogs, all insurance offers and others. All records are frequently updated with NCOA processing, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	12/01/2016
CONFIRMED	12/01/2016

GENDER

41% 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
Phone Number	\$180.00/M
Monthly Hotline	\$15.00/M
Credit Card Holders	\$10.00/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 allowed Run Charges \$8.00/M