

**AUCTIONS ONLINE**

784,121	12 MONTH PARTICIPANTS	\$100.00/M	UNIT OF SALE:
509,678	6 MONTH RECENCY	+\$10.00/M	\$300.00 AVERAGE
331,546	3 MONTH RECENCY	+\$15.00/M	
215,139	1 MONTH RECENCY	+\$20.00/M	GENDER: SELECTABLE
	EMAIL ADDRESSES	+\$50.00/M	

AN ONLINE AUCTION IS AN AUCTION WHICH IS HELD OVER THE INTERNET. IT IS THE PROCESS OF BUYING AND SELLING GOODS OR SERVICES BY OFFERING THEM UP FOR BID, TAKING THE BIDS, AND THEN SELLING THE ITEM TO THE HIGHEST BIDDER. ONLINE AUCTIONS GIVE THE BIDDER THE FLEXIBILITY TO MONITOR THEIR BID ITEM FROM HOME, WORK OR WHILE TRAVELING. BIDS ARE PLACED VIA THE INTERNET USING A HOME COMPUTER, LAPTOP OR ANY MOBILE DEVICE.

MINIMUM: 5,000  
SAMPLE REQUIRED  
UPDATED MONTHLY

WHILE AUCTIONS ARE MOST ASSOCIATED IN THE PUBLIC IMAGINATION WITH THE SALE OF ANTIQUES, PAINTINGS, RARE COLLECTIBLES AND EXPENSIVE WINES, AUCTIONS ARE ALSO USED FOR GUNS, CARS, JEWELRY, APPLIANCES, ELECTRONICS, TOOLS, FURNITURE, EQUIPMENT, HOMES AND RECREATIONAL VEHICLES.

THESE DEAL SHOPPERS AND SELLERS USE SITES SUCH AS EBAY, PURPLEWAVE, EQUIPBID, GOVDEALS, LIQUIDATION.COM THEY PAY THEIR WINNING BIDS THRU PAY PAL OR WITH THEIR CREDIT CARDS.

SELECTIONS AVAILABLE @ \$10/M:

HOUSEHOLD DEMOGRAPHICS	AGE OR INCOME	GENDER
CHILDREN BY AGE/GENDER	MOB/SUBSCRIBER	HOME VALUE
HUNTING EQUIP/GUNS	PLANTS/GARDENING	CRAFTS
AUTOMOBILE TYPE	SHOP TOOLS	APPAREL
PETS BY TYPE	SPORTS BY TYPE	ANTIQUES
COINS OR JEWELRY	ARTWORK	COOKING
MUSICAL INSTRUMENTS	ELECTRONICS	GADGETS
APPLIANCES	FARM/RANCH	TRAVEL

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% DIRECT REGISTRATION

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
AGE, INCOME, SEX, LOR, DONORS	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER: [scott@midwestdm.com](mailto:scott@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)