

**EASY CARD APPROVALS**

935,274	12 MONTH CARD APPLICANTS	\$75.00/M	
	6 MONTH CARD APPLICANTS ADD	\$5.00/M	GENDER: 50/50
	3 MONTH CARD APPLICANTS ADD	\$10.00/M	SELECTABLE
	1 MONTH CARD APPLICANTS ADD	\$15.00/M	
	EMAIL ADDRESSES - INQUIRE		

EASY CARD APPROVAL IS KNOWN FOR MATCHING CONSUMERS WITH LESS THAN PERFECT CREDIT WITH BANKING INSTITUTIONS THAT ARE WILLING TO GIVE THEM A SECOND CHANCE. THESE INTERNET SAVVY CONSUMERS ARE ANXIOUS TO PROVE THAT THEY ARE CREDIT WORTHY. APPLYING IS QUICK AND SIMPLE AND REQUIRES NO CREDIT CHECK.

THESE HIGHLY RESPONSIVE, CREDIT CHALLENGED INDIVIDUALS ARE IN NEED OF CREDIT AND A WAY TO RE-ESTABLISH THEIR CREDIT STANDING. THEY ARE WILLING TO PAY THE HIGHER FINANCE CHARGES TO RECEIVE AN UNSECURED CREDIT CARD.

THESE APPLICANTS ALSO RESPOND WELL TO FINANCIAL OFFERS, BUSINESS OPPORTUNITIES, SECURED CREDIT CARDS, CREDIT CARD SERVICES, CONTESTS/SWEEPSTAKES, SELF-IMPROVEMENT PRODUCTS AND LOW TICKET GENERAL MERCHANDISE ITEMS.  
 AVERAGE AGE: 45-54  
 AVERAGE INCOME: \$50K+

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$10/M ARE AS FOLLOWS:

AGE	
INCOME	MARITAL STATUS
GENDER	CHARITABLE DONOR
HOME VALUE	MAIL ORDER BUYER
HOMEOWNER/RENTER	CREDIT CARD HOLDER
LENGTH OF RESIDENCE	PRESENCE OF CHILDREN

SOURCE: INTERNET REGISTRATION

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
TELEPHONES	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

ADDRESSING:  
 FTP/EMAIL  
 CD ROM  
 DISKETTE

KEYING: 2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

UPDATED MONTHLY

CONTACT LIST MANAGER EMAIL: [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)