

NEW CREDIT ERA

205,986 12 MONTH CREDIT SEEKERS \$75.00/M
 6 MONTH CREDIT SEEKERS ADD \$5.00/M
 3 MONTH CREDIT SEEKERS ADD \$10.00/M
 1 MONTH CREDIT SEEKERS ADD \$15.00/M
 EMAIL ADDRESSES - INQUIRE

GENDER: 50/50
 SELECTABLE

ADDRESSING:
 SEE SELECTIONS

USING NEWCREDITERA.COM'S CREDIT CARD MATCHING
 SEARCH ENGINE, APPLICANTS ARE DIRECTED TO A SECURE
 ONLINE WEBSITE APPLICATION. THESE CONSUMERS, WITH
 LESS THAN PERFECT CREDIT, ARE ANXIOUS TO BEGIN
 REBUILDING OR RE-ESTABLISHING THEIR CREDIT RATING.

KEYING: 2.00/M

IN SEARCH OF ADDITIONAL CREDIT, THESE APPLICANTS ARE
 WILLING TO PAY HIGHER THAN AVERAGE FINANCE CHARGES
 TO GAIN THE CREDIT THEY HAVE ACTIVELY PURSUED.
 THEY ARE ANXIOUS TO PROVE THEIR CREDIT WORTHINESS.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THESE CREDIT SEEKERS RESPOND WELL TO OFFERS OF
 SECURED AND UNSECURED CREDIT CARDS, PAYDAY LOANS,
 INSURANCE, DEBT CONSOLIDATION, SELF IMPROVEMENT
 PRODUCTS, BUSINESS OPPORTUNITIES AS WELL AS
 CONTESTS AND SWEEPSTAKES.

UPDATED MONTHLY

AVERAGE AGE: 45-54 AVERAGE INCOME: \$50K+

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$10/M**INCLUDE:**

AGE

INCOME

GENDER

HOME VALUE

HOMEOWNER/RENTER

MARITAL STATUS

CHARITABLE DONOR

PRODUCT BUYER

PRESENCE OF CHILDREN

LENGTH OF RESIDENCE

CREDIT CARD HOLDER

SOURCE: INTERNET REGISTRATION

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

CONTACT LIST MANAGER EMAIL: 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