

**QUICK CASH CREDIT SEEKERS**

553,641	12 MONTH HOTLINE	\$70.00/M
359,722	6 MONTH HOTLINE	ADD \$10.00/M
232,454	3 MONTH HOTLINE	ADD \$20.00/M
	1 MONTH HOTLINE	ADD \$30.00/M
	EMAIL ADDRESSES - INQUIRE	

UNIT OF SALE:  
\$70.00 AVERAGE

GENDER: 70% MALE  
CAN SELECT

THESE CONSUMERS USE THE SERVICES OF FINANCIAL PROVIDERS TO RECEIVE SMALL, TEMPORARY LOANS. THESE LOANS AVERAGE \$70 TO \$100 WITH APPROXIMATELY 80% OF THE LOANS PAID BACK. MANY NEED HELP MANAGING THEIR FINANCES AND WANT TO ESTABLISH A BETTER CREDIT RATING. THEY ARE AN AVERAGE AGE OF 28-40 WITH AN AVERAGE INCOME OF \$21,000.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

THE FOLLOWING DEMOGRAPHIC SELECTIONS ARE AVAILABLE:

AGE	CHILDREN	MAIL ORDER BUYERS
INCOME	ETHNIC	OPPORTUNITY SEEKER
MARRIED/SINGLE	HOME OWNER	DO-IT-YOURSELF
RENTER	MAGAZINE SUBS	CREDIT CARD
EDUCATION	HISPANIC	OCCUPATION
PC OWNER	INTERNET USER	CONTRIBUTOR
LENGTH OF RESIDENCE		

SAMPLE REQUIRED

UPDATED MONTHLY

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: RETAIL CONSUMER CREDIT SEEKERS, PAWN SHOPS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
PHONES	\$30.00/M
DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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)