

GAMBLING HOT SPOT RESPONDERS

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| 276,413 | 12 MONTH RESPONDERS | \$80.00/M |
| | 6 MONTH HOTLINE | +\$5.00/M |
| | 3 MONTH HOTLINE | +\$10.00/M |
| | 1 MONTH HOTLINE | +\$15.00/M |
| | EMAIL ADDRESSES - INQUIRE | |

THESE SAVVY GAMBLING TRAVELERS WANT TO HIT THE BIG JACK POT AND ARE SPENDING TOP DOLLAR TO DO SO. THESE PEOPLE HAVE REQUESTED OFFERS AND INFORMATION FROM HOT SPOT GAMBLING LOCATIONS. THEY PLAN THEIR TRAVEL INTINERARY ACCORDING TO GAMBLING DESTINATIONS. THESE RESPONDERS ARE RISK TAKERS AND MOST HAVE TRAVELED 5 OR MORE TIMES A YEAR TO A HOT SPOT LOCATION. SOME OF THESE LOCATIONS INCLUDE: VEGAS, RENO, ATLANTIC CITY, BILOXI, CENTRAL CITY, MOHEGAN AND GAMBLING CRUISES.

GENDER: 70% MALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THE AVERAGE AGE OF THESE HIGH ROLLERS IS 45 WITH AN AVERAGE INCOME OF \$75,000. MANY SPEND THOUSANDS ANNUALLY ON GAMBLING EXTRAVAGANZAS.

SAMPLE REQUIRED

UPDATES MONTHLY

GAME PLAYED SELECTIONS:

POKER = 127,678 BLACK JACK = 96,424
ROULETTE = 42,139 CRAPS = 84,077
SLOTS = 201,008

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OT NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% POINT-OF-PLAY RESPONSE CARDS FROM CRUISE AND LAND CASINO'S NATIONWIDE.

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| SELECTIONS: | STATE, SCF, ZIP | \$6.00/M |
| | GENDER | \$6.00/M |
| | GAME PLAYED | \$10.00/M |
| | REGENCY | \$15.00/M |
| | INCOME | \$10.00/M |
| | CREDIT CARD | \$10.00/M |
| | PHONES | \$30.00/M |
| | ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com