

AOL, INDEPENDENT, SBC, MICROSOFT, INTERNET SUBS

7,587,613	SUBSCRIBERS BY ISP	\$80.00/M	UNIT OF SALE:
2,331,947	AOL SUBSCRIBERS	\$80.00/M	\$20.00 MONTHLY
1,380,707	HOTMAIL SUBSCRIBERS	\$80.00/M	
1,302,735	YAHOO! SUBSCRIBERS	\$80.00/M	GENDER:
653,598	EARTHLINK SUBSCRIBERS	\$80.00/M	CAN SELECT
322,822	MSN SUBSCRIBERS	\$80.00/M	
781,232	WORLDNET SUBSCRIBERS	\$80.00/M	ADDRESSING:
246,404	MINDSPRING SUBSCRIBERS	\$80.00/M	SEE SELECTIONS
200,455	VERIZON SUBSCRIBERS	\$80.00/M	
118,464	JUNO SUBSCRIBERS	\$80.00/M	KEYING: \$3.00/M
87,669	PRODIGY SUBSCRIBERS	\$80.00/M	
133,703	SBC SUBSCRIBERS	\$80.00/M	MINIMUM ORDER:
13,147,285	CABLE SUBSCRIBERS	\$80.00/M	5,000
17,212,049	DIAL UP USERS	\$80.00/M	
19,457,632	DSL USERS	\$80.00/M	SAMPLE REQUIRED
196,142	FIBER OPTIC USERS	\$80.00/M	
	EMAIL ADDRESSES	\$190.00/M	UPDATED MONTHLY

THESE ONLINE AND INTERNET SAVVY CONSUMERS HAVE RESPONDED TO MAIL ORDER OFFERS OR CONSUMER RESPONSE FORMS NOTING THEIR CHOICE OF INTERNET SERVICE PROVIDERS.

THESE FAMILIES TYPICALLY OWN THEIR OWN HOMES AND USE HOME COMPUTERS TO ACCESS E-MAIL AND THE WEB. THEY USE THEIR COMPUTERS AND ONLINE SERVICE PROVIDERS TO ACCESS VARIOUS INTERNET SITES FOR HOME, BUSINESS, SCHOOL, RESEARCH, GAMES, EDUCATION, SHOPPING AND ELECTRONIC MAIL TO NAME A FEW OF THE MANY USES.

THE AVERAGE AGE RANGE IS 20-50, THE AVERAGE INCOME IS \$48,000, THEY ARE MOSTLY MARRIED HOMEOWNERS WITH CHILDREN AT HOME.

EMAIL ADDRESS DOMAINS AVAILABLE INCLUDE:

ADELPHIA.NET	IWON.COM
AIM.COM	JUNO.COM
ALLTELL.NET	MAIL.COM
AOL.COM	MCHSI.COM
ATT.NET	MINDSPRING.COM
BELLSOUTH.NET	MSN.COM
BLACKPLANET.COM	NETSCAPE.NET
CFL.RR.COM	NETZERO.COM
CHARTER.NET	NETZERO.NET
COMCAST.COM	OPTONLINE.NET
COMCAST.NET	PEOPLEPC.COM
COX.NET	PRODIGY.NET
CS.COM	SBCGLOBAL.NET
EARTHLINK.NET	TAMPABAY.RR.COM
EMAIL.COM	VERIZON.NET
EXCITE.COM	WEBTV.NET
FUSE.NET	WMCONNECT.COM
GMAIL.COM	WORLDNET.ATT.NET
HOTMAIL.COM	YAHOO.COM

INSIGHTBB.COM
(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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

(AOL, INDEPENDENT, SBC, MICROSOFT, INTERNET SUBS CONTINUED)

ALL ORDERS CANCELLED AFTER 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: MAIL ORDER, SURVEYS, CONSUMER RESPONDERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
6 MONTH RECENCY	\$5.00/M
3 MONTH RECENCY	\$10.00/M
1 MONTH RECENCY	\$15.00/M
AGE OR INCOME	\$15.00/M
LENGTH OF RESIDENCE	\$15.00/M
PRESENCE OF CHILDREN	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
SUBSCRIBERS	\$15.00/M
CREDIT CARD HOLDERS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
PHONE NUMBERS	\$30.00/M

** USAGE **

ADT SECURITY
AMERICAN INCOME LIFE
BOBCAT MARKETING

DIRECT SECURITY
FAMILY PUBLICATIONS
MICRO CENTER

NAACP
PRESTIGE HOMES
TEAMBANK N.A.

CONTACT LIST MANGER: scott@midwestdm.com

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