

AOL, INDEPENDENT, SBC, MICROSOFT, INTERNET SUBS

405,562,500	SUBSCRIBERS BY ISP	\$80.00/M	UNIT OF SALE:
8,111,250	AOL SUBSCRIBERS	\$80.00/M	\$20.00 MONTHLY
38,934,000	HOTMAIL SUBSCRIBERS	\$80.00/M	
1,408,907	YAHOO! SUBSCRIBERS	\$80.00/M	GENDER:
1,719,585	EARTHLINK SUBSCRIBERS	\$80.00/M	CAN SELECT
15,898,050	COMCAST	\$80.00/M	
9,192,750	ROAD RUNNER	\$80.00/M	ADDRESSING:
266,486	MINDSPRING SUBSCRIBERS	\$80.00/M	SEE SELECTIONS
10,119,750	VERIZON SUBSCRIBERS	\$80.00/M	
128,118	JUNO SUBSCRIBERS	\$80.00/M	KEYING: \$3.00/M
94,813	PRODIGY SUBSCRIBERS	\$80.00/M	
16,006,200	SBC (AT&T) SUBSCRIBERS	\$80.00/M	MINIMUM ORDER:
14,218,788	CABLE SUBSCRIBERS	\$80.00/M	5,000
454,230	HUGHES NET (SATELLITE)	\$80.00/M	
14,051,434	DIAL UP USERS	\$80.00/M	
6,937,822	DSL USERS	\$80.00/M	
3,136,350	FIBER OPTIC USERS	\$80.00/M	
	EMAIL ADDRESSES	\$190.00/M	SAMPLE REQUIRED

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

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