

ACCENT GAMBLERS & CASINO PATRONS HOTLINE

786,160	12 MONTH GAMBLERS		\$80.00/M	
495,268	6 MONTH GAMBLERS	ADD	\$5.00/M	
131,281	1 MONTH GAMBLERS	ADD	\$10.00/M	
392,967	12 MONTH MOB'S	ADD	\$15.00/M	GENDER: 76% MALE
	NON-PROFIT RATE		\$65.00/M	CAN SELECT
	PUBLISHER RATE		\$70.00/M	
	UPDATED MONTHLY			

ADDRESSING:
SEE SELECTIONS

THE MOST COMPREHENSIVE SOURCE OF HIGH-ROLLING CASINO PATRONS AND GAMBLERS AVAILABLE. THESE GAMBLERS ENJOY THE RISK OF THE BET AND SPEND THOUSANDS ANNUALLY ON THEIR FAVORITE TYPE OF GAMING ACTIVITY.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

THESE AVID GAMBLERS WAGER ON A NUMBER OF GAMES INCLUDING; BLACKJACK, POKER, CRAPS, SLOTS, HORSE RACING, SPORTS EVENTS, LOTTERY, ROULETTE AND MANY MORE.

SAMPLE REQUIRED

UPDATED MONTHLY

ALL OF THESE GAMBLERS HAVE IDENTIFIED THEMSELVES AS GAMBLING ENTHUSIASTS BY REGISTERING AS A VIP MEMBER OF THEIR FAVORITE CASINO OR OTHERWISE COMPLETING SURVEY QUESTIONNAIRES REGARDING GAMING HABITS. MOST INDIVIDUALS ON THIS FILE HAVE CONFIRMED INCOME LEVELS AND TRAVEL TO VARIOUS ENTERTAINMENT LOCATIONS NATIONWIDE TO WAGE THEIR CHANCE TO WIN IT BIG.

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: 100% RESPONDERS TO DIRECT MAIL OR CASINO SURVEY RATING CARD/QUESTIONNAIRE.

SELECTIONS: STATE, SCF, ZIP,	\$6.00/M
INTERNET ACTIVE OR ONLINE	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME LEVEL	\$10.00/M
MARITAL STATUS / GENDER	\$6.00/M
PHONE NUMBERS	\$30.00/M
H/H DEMOGRAPHICS	\$15.00/M
CREDIT CARD BY TYPE	\$10.00/M
MAIL ORDER BUYERS	\$15.00/M
CD ROM	\$50.00
P/S LABELS	\$10.00/M
DISKETTE	\$35.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.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

(ACCENT GAMBLERS & CASINO PATRONS HOTLINE CONTINUED)

** USAGE **

AQUA ONLINE
BALLY'S LAS VEGAS
CASINO AZTAR
DAILY NEWS
EXCALIBUR HOTEL/CASINO
FINANCIAL DIRECT
FINANCIAL GATEWAY
ITS MGMT LTD
LEISURE CASINO CRUISES

LEISURE TIME
LUXOR HOTEL & CASINO
MANDALAY BAY RESORTS
MX TECHNOLOGIES, INC.
MY MEDIA WORKS
NEW YORK LIFE
PUBLISHERS RENEWAL
RITZ CARLTON
ROYAL VEGAS

SAM'S TOWN
SBC GLOBAL
SILVERTON HOTEL
SOBOBA CASINO
SPIRAL SOLUTIONS
THE GAMING CLUB
TOPHAT PUBLISHING
TV GUIDE
YONKERS RACEWAY

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