

## ACCENT GAMBLERS &amp; CASINO PATRONS HOTLINE

884,018	12 MONTH GAMBLERS		\$80.00/M	
556,701	6 MONTH GAMBLERS	ADD	\$5.00/M	
147,564	1 MONTH GAMBLERS	ADD	\$10.00/M	
441,778	12 MONTH MOB'S	ADD	\$15.00/M	GENDER: 76% MALE
132,595	EMAIL ADDRESSES		\$150.00/M	CAN SELECT
	NON-PROFIT RATE		\$65.00/M	
	PUBLISHER RATE		\$70.00/M	ADDRESSING:
	UPDATED MONTHLY			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 QUESTIONAIRES 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](http://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
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
P/S LABELS	\$10.00/M
ZIP TAPE SET FEE	\$50.00
CD ROM	\$50.00
DISKETTE	\$35.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

(CONTINUED ON NEXT CARD)

**Midwest Direct Marketing, Inc.**  
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(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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