

CREDIT SCORES

27,922,452 12 MONTH CREDIT SCORES \$90.00/M
 2,149,711 AVERAGE MONTHLY HOTLINE ADD \$15.00/M
 4,187,538 EMAIL ADDRESSES \$150.00/M

GENDER: 50/50
 CAN SELECT

THESE CONSUMERS, WHO ARE MOSTLY HOMEOWNERS WITH MULTIPLE VEHICLES AND SEVERAL BANK AND RETAIL CREDIT CARDS ARE NOW AVAILABLE WITH THEIR INDIVIDUAL INFERRED CREDIT SCORE.

ADDRESSING:
 SEE SELECTIONS

THE AVERAGE AGE IS 40 WITH AN AVERAGE INCOME RANGE OF \$35,000 TO \$150,000. THESE PEOPLE FREQUENTLY PURCHASE HOME DECOR, HOME VIDEO/AUDIO EQUIPMENT, APPAREL, VACATION PACKAGES, LAWN CARE SUPPLIES AND EQUIPMENT, COLLECTIBLES, PET SUPPLIES, FURNITURE AND MANY OTHER ITEMS.

KEYING:\$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

CHOOSE FROM THE FOLLOWING CREDIT SCORE RANGES:

UPDATES MONTHLY

750+ EXTREMELY LOW RISK 19,276,473
 700-749 MODERATELY LOW RISK 9,127,463
 650-699 LOW RISK 7,032,647
 600-649 MODERATELY HIGH RISK 7,463,311
 550-559 HIGH RISK 5,027,989
 UNDER 550 EXTREMELY HIGH RISK 3,752,432

WHEN RENTING THIS FILE AN INFERRED CREDIT SCORE IS PROVIDED WITH EACH RECORD.

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% INFERRED FROM THREE MAJOR CREDIT SCORING AGENCIES.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE/GENDER/INCOME	\$15.00/M
SPECIFIC CREDIT SCORE	\$30.00/M
CREDIT CARD TYPE	\$15.00/M
HOUSEHOLD DEMOGRAPHICS	\$15.00/M
OWN HOME/RENT	\$10.00/M
MORTGAGE DATA	\$20.00/M
HOMEOWNER	\$15.00/M
PHONES	\$30.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
DISKETTE	\$30.00
ELECTRONIC MEDIA	\$50.00

** USAGE **

ANDOVER GROUP

CONTACT LIST MANAGER: scott@midwestdm.com

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