

## MY CASH UP FRONT

61,471	12 MONTH LOAN REQUESTORS		\$75.00/M	
45,190	6 MONTH LOAN REQUESTORS	+	\$5.00/M	GENDER: 50/50
26,257	3 MONTH LOAN REQUESTORS	+	\$10.00/M	
15,365	1 MONTH LOAN REQUESTORS	+	\$15.00/M	

MYCASHUPFRONT.COM IS A FINANCIAL MATCHING SERVICE, MATCHING PROSPECTIVE BORROWERS WITH PROSPECTIVE LENDERS. INFORMATION PROVIDED IS PLACED WITH ONE OF SEVERAL INDEPENDENT LOAN COMPANIES. QUALIFYING FOR FINAL APPROVAL OF A CASH LOAN DEPENDS ON VARIOUS FACTORS INCLUDING INCOME AND THE STATE IN WHICH CONSUMERS RESIDE.

CONSUMERS ARE WILLING TO PAY HIGHER FINANCE CHARGES FOR THIS UNSECURED LOAN PROGRAM TO HELP REBUILD OR RE-ESTABLISH THEIR CREDIT RATING.

THESE APPLICANTS ALSO RESPOND TO OFFERS OF SUBPRIME LOANS AND MORTGAGES, SECURED AND UNSECURED CREDIT CARDS, WEALTH-BUILDING OPPORTUNITIES, SWEEPSTAKES, SELF-IMPROVEMENT OPPORTUNITIES AND MUCH MORE.

AVERAGE AGE: 45-54

AVERAGE INCOME: \$50,000

DEMOGRAPHIC SELECTIONS AVAILABLE AT AN ADDITIONAL \$10/M ARE AS FOLLOWS:

AGE	TELEPHONES
INCOME	MARITAL STATUS
GENDER	CHARITABLE DONOR
HOME VALUE	MAIL ORDER BUYER
HOMEOWNER/RENTER	CREDIT CARD HOLDER
LENGTH OF RESIDENCE	PRESENCE OF CHILDREN

SOURCE: INTERNET REGISTRATION

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
ZIP SET UP FEE	\$50.00
DEMOGRAPHIC OVERLAYS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00
1 MONTH HOTLINE	\$15.00/M
3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
TELEPHONES	\$30.00/M

ADDRESSING:

FTP/EMAIL

CD ROM

DISKETTE

KEYING: 2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

CONTACT LIST MANAGER EMAIL: 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