

## NEW CREDIT ERA

88,803	12 MONTH CREDIT SEEKERS		\$75.00/M	
67,069	6 MONTH CREDIT SEEKERS	+	\$5.00/M	GENDER: 50/50
68,176	3 MONTH CREDIT SEEKERS	+	\$10.00/M	
22,201	1 MONTH CREDIT SEELERS	+	\$15.00/M	

USING NEWCREDITERA.COM'S CREDIT CARD MATCHING SEARCH ENGINE, APPLICANTS ARE DIRECTED TO A SECURE ONLINE WEBSITE APPLICATION. THESE CONSUMERS, WITH LESS THAN PERFECT CREDIT, ARE ANXIOUS TO BEGIN REBUILDING OR RE-ESTABLISHING THEIR CREDIT RATING.

## ADDRESSING:

FTP/EMAIL  
CD ROM  
DISKETTE

KEYING: 2.00/M

IN SEARCH OF ADDITIONAL CREDIT, THESE APPLICANTS ARE WILLING TO PAY HIGHER THAN AVERAGE FINANCE CHARGES TO GAIN THE CREDIT THEY HAVE ACTIVELY PURSUED. THEY ARE ANXIOUS TO PROVE THEIR CREDIT WORTHINESS.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE CREDIT SEEKERS RESPOND WELL TO OFFERS OF SECURED AND UNSECURED CREDIT CARDS, PAYDAY LOANS, INSURANCE, DEBT CONSOLIDATION, SELF IMPROVEMENT PRODUCTS, BUSINESS OPPORTUNITIES AS WELL AS CONTESTS AND SWEEPSTAKES.

UPDATED MONTHLY

AVERAGE AGE: 45-54

AVERAGE INCOME: \$50,000

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

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

SOURCE: INTERNET REGISTRATION

SELECTIONS: STATE, SCF, ZIP CODES	\$6.00/M
ZIP SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$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

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