

**AMERICA'S FINEST PET DOORS**

18,476 12 MONTH BUYERS \$90.00/M  
 37,051 24 MONTH BUYERS \$80.00/M

UNIT OF SALE:  
 \$140.00 AVERAGE

THE PATIO PACIFIC, INC. WEBSITE HAS BEEN OFFERING AMERICA'S FINEST PET DOORS SINCE 1973 AND THEY BELIEVE A PET DOOR IS AN IMPORTANT KEY TO KEEPING PETS HAPPY, HEALTHY, AND SAFE. THE PET DOOR WEBSITE OFFERS EVERY POSSIBLE TYPE OF PET DOOR AS WELL AS CUSTOM DIMENSIONS FOR ANY SIZE ANIMALS.

GENDER:  
 56% FEMALE  
 CAN SELECT

ADDRESSING:  
 SEE SELECTIONS

THESE CAT AND DOG OWNERS LOVE TO GIVE THEIR ANIMALS THE FREEDOM OF COMING AND GOING AS THEY PLEASE. THE CONVENIENCE OF THE DOORS ALLOWS DOGS AND CATS TO ROAM THE YARD AND HOUSE WITHOUT DISTURBING THEIR OWNERS. WHILE AWAY FROM HOME, OWNERS ARE NOT WORRIED ABOUT HAVING TO KENNEL THEIR PET OR GETTING HOME QUICKLY TO LET THEM OUT.

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THESE PET DOOR PURCHASERS HAVE INSTALLED PET DOORS FOR THEIR BELOVED FURRY FAMILY MEMBER. THEY ARE OPEN TO ALL PET LOVING OFFERS INCLUDING GOURMET FOODS AND TREATS, BEDDING, SPA TRATEMENTS FOR PETS, PROFESSIONAL GROOMING SERVICES, LEASHES, COLLARS, AND VET PRESCRIBED MEDICATIONS. THESE DOG AND CAT OWNERS HAVE PROVEN THEIR COMMITMENT TO THEIR BELOVED ANIMALS BY PURCHASING PET DOORS TO ENSURE THEIR SAFETY AND FREEDOM.

THRU: JANUARY 2011  
 NEXT: FEBRUARY 2012

THESE BUYERS, WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$60,000, OWN THEIR HOMES AND SPEND MONEY ON CONVENIENCES FOR THEMSELVES AND THEIR PETS.

FOR 35 YEARS PATIO PACIFIC HAS ENCOURAGED THE LOVING ADOPTION OF RESCUED OR SHELTERED ANIMALS. IF YOU ARE PLANNING TO ACQUIRE A PET, PLEASE CONSIDER ADOPTION FROM OVER 700 LINKS TO ADOPTION AND RESCUE WEBSITES FROM THEIR WEBSITE AT WWW.PETDOORS.COM

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.  
 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.

SOURCE: 100% CATALOG

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME	\$15.00/M
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00
CD ROM	\$55.00

**Midwest Direct Marketing, Inc.**

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 Email: info@midwestdm.com

\*\* USAGE \*\*

HUMANE SOCIETY U.S.            NEWPORT CREATIVE  
NATL ANTI-VIVISECTION SOC.

WHALES & FRIENDS  
SMARTPAK

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