

AMERICAN FARMERS

136,199 ACTIVE FARMERS \$80.00/M

THESE AMERICAN FARMERS ARE OWNERS AND OPERATORS OF FARM AND RANCH OPERATIONS ACROSS THE UNITED STATES. ALL OF THESE FARMERS OPERATE FARMS WITH ACREAGE BETWEEN 200 AND 500 ACRES. THESE ARE MOSTLY FAMILY OWNED OPERATIONS. THESE FARMERS ARE INTERESTED IN THE ECONOMIC OUTLOOK, CROP AND LIVESTOCK, FARM MACHINERY AND RURAL FAMILY LIVING.

GENDER: MOSTLY
MALE

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE SERIOUS FARMERS ARE MARRIED AND MOST OWN THEIR FARM AND HOME. THESE FARMERS ARE THE "MAINSTREAM" MIDDLE AMERICAN TYPE FARMERS AND WILL RESPOND TO OFFERS OF QUALITY, AFFORDABLE MERCHANDISE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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.

THRU: JANUARY 2010
NEXT: AUGUST 2010

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.com

SOURCE: 100% DIRECT MAIL RESPONDERS, DEPT. OF AGRICULTURE, FARM SUBSIDY PROGRAMS

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| ZIP TAPE SET UP FEE | \$50.00 |
| CROP, HERD, LIVESTOCK | \$15.00/M |
| AGE | \$15.00/M |
| INCOME | \$15.00/M |
| DONORS | \$15.00/M |
| P/S LABELS | \$15.00/M |
| PHONE NUMBERS | \$30.00/M |
| CD ROM | \$50.00 |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

ALAMO GROUP

DEFENDERS OF PROPERTY
RESOURCE & DEVELOPMENT

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