

BEEF CATTLE

73,219 BEEF CATTLE PRODUCERS \$75.00/M

THESE FARMERS AND RANCHERS ARE MEMBERS OF THEIR LOCAL  
CATTLEMEN'S ASSOCIATION AND MUST GROW THEIR OWN  
HAY, CORN AND FEED PRODUCTS.

GENDER: MOSTLY  
MALE

THEY ARE INTERESTED IN VETERINARY CARE, SEED AND  
FERTILIZERS, AUTOMOTIVE AND TRACTOR SUPPLIES,  
MAINTENANCE EQUIPMENT, BARN AND OUTDOOR BUILDING  
EQUIPMENT AS WELL AS PRODUCTS PERTINENT TO THEIR  
RURAL FAMILY LIFESTYLES. MANY ENJOY HUNTING AND  
FISHING EITHER ON THEIR OWN LAND OR IN OTHER PARTS  
OF THE COUNTRY.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M  
MINIMUM ORDER:  
5,000

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.

SAMPLE REQUIRED  
THRU: OCTOBER 07  
NEXT: APRIL 08

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](http://www.telemarketing.donotcall.gov)

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00/M
AGE	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
DEMOGRAPHICS	\$15.00/M
TELEPHONES	\$30.00/M
P/S LABELS	\$15.00/M
DISKETTE/CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

FL SHERIFFS YOUTH RANCH HEATHER BRAUN  
GARDENS ALIVE! NASCO FARM & RANCH

TARGET DIRECT MKTG

**Midwest Direct Marketing, Inc.**

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