

BEEF CATTLE

74,512 BEEF CATTLE PRODUCERS \$75.00/M

THESE FARMERS AND RACHERS 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, BARNs 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: JULY 11
NEXT: FEBRUARY 2012

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
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
GARDENS ALIVE!
HEATHER BRAUN

NASCO FARM & RANCH
NRA

TARGET DIRECT MKTG
TRACTOR SUPPLY CO.

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