

## BUILDING KIT BUYERS &amp; INQUIRERS

127,009 12 MONTH BUYERS &amp; INQUIRERS \$80.00/M

THESE DO-IT-YOURSELF BUILDING KITS ARE AMERICA'S  
BEST METAL BUILDINGS.

COMMERCIAL USES INCLUDE SMALL BUSINESS, WAREHOUSING,  
INDUSTRY, MANUFACTURING, DISTRIBUTION, MINI-STORAGE  
SYSTEMS AND EVEN AVIATION BUILDINGS AND SPORTS  
COMPLEXES FOR RECREATION.

RESIDENTIAL USES INCLUDE GARAGES, WORKSHOPS, BOAT  
AND RV STORAGE AND EQUINE ARENAS AND BARNs FOR  
AGRICULTURAL FARM AND RANCH USE.

THESE SELF-SUFFICIENT CONSUMERS ARE HOMEOWNERS  
AND/OR BUSINESS OWNERS WITH AN AVERAGE HOUSEHOLD  
INCOME OF \$55,000 AND AN AVERAGE AGE OF 45-54.

## ADDITIONAL DEMOGRAPHIC OVERLAY SELECTIONS INCLUDE:

|                               |            |
|-------------------------------|------------|
| 82,045 - MAIL ORDER BUYERS    | \$ 10.00/M |
| 38,985 - BOOK BUYERS          | \$ 10.00/M |
| 22,202 - MAGAZINE SUBSCRIBERS | \$ 10.00/M |
| 54,675 - CONTRIBUTORS/DONORS  | \$ 10.00/M |
| 16,791 - CRAFTS AND HOBBIES   | \$ 10.00/M |

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.

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: DIRECT MAIL, INTERNET, FSI'S

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M  |
| ZIP TAPE SET UP FEE         | \$50.00   |
| PHONE NUMBERS               | \$30.00/M |
| P/S LABELS                  | \$10.00/M |
| CD ROM                      | \$50.00   |
| ELECTRONIC DELIVERY         | \$50.00   |

\*\* USAGE \*\*

BLDG & CONSTRUCTION

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto: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](mailto:info@midwestdm.com)

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