

## CALIFORNIA FARMERS

20,241 ACTIVE FARMERS \$80.00/M

THESE FARMERS FROM THE GOLD RUSH STATE ARE INTERESTED IN INFORMATION CONCERNING MARKETABLE COMMODITIES, IRRIGATION, EROSION CONTROL, THE ENVIRONMENT AND THE FUTURE OF FARMING IN WESTERN AMERICA.

GENDER: 90% MALE  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

THE TYPICAL CALIFORNIA FARMER IS MARRIED, MALE WITH AN AVERAGE AGE OF 42 AND AN INCOME IN THE 60'S. THESE ACTIVE OUTDOORSMEN USE THEIR PERSONAL COMPUTERS DAILY. THEY PURCHASE QUALITY TOOLS AND HARDWARE SUPPLIES FOR THEIR FARM OR RANCH.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

SAMPLE REQUIRED

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.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 TAPE SET UP FEE	\$50.00
CROP, HERD, LIVESTOCK	\$15.00/M
AGE	\$15.00/M
INCOME	\$15.00/M
GENDER	\$15.00/M
DONORS	\$15.00/M
PHONE NUMBERS	\$30.00/M
P/S LABELS	\$15.00/M
CD ROM	\$50.00
DISKETTE	\$75.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

DATAWAREHOUSE DATABASE    MINUTEMAN CIVIL DEFENSE    NASCO FARM & RANCH

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