

CAROLINA FARMERS

45,144 ACTIVE FARMERS (BOTH STATES) \$75.00/M

CAROLINA FARMERS ARE INTERESTED IN ISSUES RANGING FROM FARM OPERATIONS, GOVERNMENTAL ISSUES AND LOCAL FARMING NEWS TO WEATHER, STOCKS AND RURAL LIFESTYLE SEGMENTS FOR ALL MEMBERS OF THE FAMILY.

GENDER: 98% MALE  
CAN SELECT

THESE FARMERS HAVE TRADITIONAL FAMILIES THAT NEED QUALITY, AFFORDABLE PRODUCTS FOR THE HOME AND FARM. THESE FARMERS AND RANCHERS ARE TYPICAL DO-IT-YOURSELFERS WHO DEMAND THE BEST QUALITY TOOLS, EQUIPMENT, OUTDOOR APPAREL, INSURANCE AND FINANCIAL INVESTMENTS AND OTHER PRODUCTS THAT ACCENT THEIR RURAL LIFESTYLES.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

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: JULY 2011  
NEXT: FEBRUARY 2012

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
AGE	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
ACRES	\$15.00/M
CROP/HERD	\$15.00/M
PHONE NUMBERS	\$30.00/M
P/S LABELS	\$30.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE\*\*

NRA

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

**Midwest Direct Marketing, Inc.**

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