

CONSERVATION AND ENVIRONMENTAL DONORS

484,880	12 MONTH DONORS	\$75.00/M	
234,323	6 MONTH DONORS	\$85.00/M	GENDER: 85% MALE
129,555	3 MONTH DONORS	\$95.00/M	CAN SELECT
103,721	EMAIL ADDRESSES		
	CATALOG / PUBLISHER RATE	\$65.00/M	ADDRESSING: SEE SELECTIONS

THESE ACTIVE OUTDOOR DONORS HAVE CONTRIBUTED TO LOCAL, STATE, OR NATIONAL EFFORTS TO PRESERVE THE FORESTS, PARKS, STREAMS, LAND AND THE WILDLIFE THAT INHABITS THEM.

KEYING: \$3.00/M

MINIMUM ORDER:
5,000

THIS DONOR BASE IS AN UNDUPLICATED COMBINATION OF DONORS WHO ARE SUBSCRIBED TO STATE WILDLIFE AND RECREATION MAGAZINES, DEPARTMENT OF NATURAL RESOURCES LICENSE HOLDERS AND OTHER OUTDOOR LIST RESOURCES.

SAMPLE REQUIRED

THRU: DECEMBER 11
NEXT: MARCH 12

THE FILE HAS BEEN OVERLAYED WITH DEMOGRAPHIC AND LIFESTYLE DATA TO BETTER HELP DEFINE AND TARGET YOUR AUDIENCE.

ADDITION SELECTIONS AT \$7.50/M INCLUDE:

HUNTING	SUBSCRIBERS	CAMPING
FISHING	LENGTH OF RESIDENCE	CATALOG BUYERS
BOATING	PRESENCE OF CHILDREN	LIFESTYLE/HOBBY

ALL ORDERS CANCELLED AFTER 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

SOURCE: MAGAZINE, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
MAGAZINE SUBSCRIBERS	\$10.00/M
MAIL ORDER BUYER	\$15.00/M
PHONE NUMBERS	\$30.00/M
CREDIT CARD	\$15.00/M
GENDER	\$6.00/M
GUN OWNERS	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

CHESAPEAKE BAY FNDTN	HUMANE SOCIETY U.S.	RELIANT ENERGY
FL POWER & LIGHT	KCET PUBLIC TV	SUDBURY VALLEY
FUND FOR ANIMALS	MOSSY OAK GAMEKEEPERS	WESTERN PA CONSER.
HERITAGE PRESERVE	NATURAL RESOURCE	

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