

DAIRY HERD OPERATORS MDM

64,838 ACTIVE DAIRY FARMS \$75.00/M

DAIRY OPERATIONS CONSISTS OF OWNERS AND OPERATORS OF COMMERCIAL DAIRY FARMS. MOST ARE MEMBERS OF THE N.D.H.I.A. ORGANIZATION.

GENDER: MOSTLY  
MALE

MOST OF THESE DAIRY PRODUCT PRODUCERS HAVE A NEED FOR TOOLS, HARDWARE, AUTOMOTIVE & TRACTOR PARTS, WORK CLOTHING, ANIMAL AND LIVESTOCK SUPPLIES, INSURANCE AND MANY OTHER PRODUCTS FOR THEIR DAIRY OPERATIONS AND RURAL LIFESTYLES.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M

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 SUNBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: JULY 2010  
NEXT: FEBRUARY 2011

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

\*\* USAGE \*\*

AMERICAN EXPRESS  
CONNEY SAFETY

DATAWAREHOUSE DATA  
NASCO FARM & RANCH

QC SUPPLY  
VANCE PUBLISHING

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