

DIRECT PET SUPERSTORE CATALOG

40,357	12 MONTH CATALOG BUYERS	\$95.00/M
21,050	6 MONTH HOTLINE BUYERS ADD	\$5.00/M
9,263	3 MO. HOTLINE BUYERS ADD	\$10.00/M
5,475	12 MONTH REQUESTORS	\$75.00/M
	PUBLISHER RATE	
	NON-PROFIT RATE	
	PLEASE INQUIRE	

UNIT OF SALE:
\$110.00 AVERAGE

GENDER:
59% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THE DIRECT PET SUPERSTORE CATALOG IS WELL KNOWN FOR FAST SHIPPING OF QUALITY ANIMAL HEALTH CARE PRODUCTS, TOYS AND ACCESSORIES FOR DOGS AND CATS.

KEYING: \$2.00/M

FOR THE INDIVIDUAL DOG OR CAT OWNER:
TOYS, CHEW BONES, TREATS, HEALTH SUPPLEMENTS, BEDS, COLLARS AND LEASHES, WASTE MANAGEMENT SOLUTIONS, FIELD TRAINING, ELECTRONIC COLLARS AND UNDERGROUND FENCING; CRATES AND KENNELS, FLEA AND TICK PRODUCTS, PRESCRIPTION DRUGS, HOW-TO BOOKS AND VIDEOS, GIFTS AND T-SHIRTS WITH AN EMPHASIS ON SPECIFIC BREEDS AND MORE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: DEC 2011
NEXT: APR 2012

FOR THE PROFESSIONAL GROOMER: CAGE DRYERS, HUGE SELECTION OF CLIPPERS, SHAMPOO AND CONDITIONER, SHEARS, BRUSHES AND MANY MORE GROOMING ACCESSORIES.

FOR THE PROFESSIONAL BREEDER: TOOLS AND SUPPLIES THEY NEED AT A DISCOUNT PRICE TO RUN A SUCCESSFUL BUSINESS INCLUDING VACCINES, PRESCRIPTION DRUGS, WORMER, SUPPLEMENTS, KENNEL EQUIPMENT, FEEDERS, FLEA AND TICK PRODUCTS, AND PUPPY SUPPLIES.

ADDITIONAL SELECTIONS AVAILABLE:

HOUSEHOLD DEMOGRAPHICS	AGE	INCOME
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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.

SOURCE: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHICS	\$10.00/M
GENDER	\$6.00/M
DOLLAR AMOUNT \$25+	\$15.00/M
DOLLAR AMOUNT \$50+	\$25.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM HUMANE ASSN.	ARBICO ENVIRO.	HARTVILLE GROUP
AMER. BIOSCIENCES	ASPCA	HUMANE SOC. U.S.
ANACAPA FUND	BELVOIR PUBLICATIONS	SPALDING LABS
ANTI-CRUELTY SOCIETY	BLOOD HORSE, THE	WHALES & FRIENDS

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