

## DIRECT PET SUPERSTORE

32,792	12 MONTH CATALOG BUYERS	\$95.00/M	UNIT OF SALE:
19,056	6 MONTH HOTLINE BUYERS	ADD \$5.00/M	\$110.00 AVERAGE
10,286	3 MONTH HOTLINE BUYERS	ADD \$10.00/M	
19,875	12 MONTH REQUESTORS	\$75.00/M	GENDER: 74% FEMALE
	PUBLISHER RATE		CAN SELECT
	NON-PROFIT RATE		
	PLEASE INQUIRE		

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: MARCH 08  
NEXT: JULY 08

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

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 + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00

(CONTINUED ON NEXT PAGE)

**Midwest Direct Marketing, Inc.**  
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DIRECT PET SUPERSTORE (CONT'D)

SELECTIONS: P/S LABELS	\$10.00/M
TELEPHONES	\$30.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

AM HUMANE ASSN.  
AMER. BIOSCIENCES  
ANACAPA FUND

ANTI-CRUELTY SOCIETY  
ASPCA  
BELVOIR PUBLICATIONS

HUMANE SOC. U.S.  
SPALDING LABS  
WHALES & FRIENDS

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