

DUCK AND WATERFOWL HUNTERS

243,303	12 MONTH WATERFOWL HUNTERS	\$60.00/M	
	6 MONTH WATERFOWL HUNTERS	\$65.00/M	GENDER: 85% MALE
	SUBSCRIBERS	\$70.00/M	CAN SELECT
	BUYERS	\$70.00/M	
	NON-PROFIT RATE	\$55.00/M	ADDRESSING: SEE SELECTIONS

WATERFOWL HUNTERS INVOLVED IN ALL ASPECTS OF THE DEMANDS AND REWARDS OF THE SPORT.

KEYING: \$3.00/M

THESE DUCK, GOOSE AND WATERFOWL HUNTERS PURCHASE SPECIAL LICENSE PRIVILEGES TO HUNT IN THEIR SELECTED STATES. THEIR FEES ALSO HELP IN THE CONSERVATION OF THE WETLANDS AND ALL SPECIES OF WATERFOWL.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11

NEXT: APRIL 12

MANY PURCHASE GAME CALLS AND ACCESSORIES FROM MAJOR CATALOGS AND MANY SUBSCRIBE TO MAGAZINES AND JOIN HUNTING CLUBS.

THESE WELL-PREPARED HUNTERS SPEND AN UNUSUALLY LARGE AMOUNT OF MONEY FOR THE SPECIALIZED GEAR NEEDED FOR WETLAND HUNTING, SUCH AS:

WATERPROOF CLOTHING	DUCK BLINDS	CAMOUFLAGE BOATS
SPECIAL AMMUNITION	DECOYS	OUTDOOR HEATERS
ALL TERRAIN VEHICLES	GAME CALLS	TRAINED DOGS

ALL ORDERS CANCELLED AFTER MAILDATE 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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GUN OWNERS	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
CREDIT CARD BY TYPE	\$20.00/M
TELEPHONE NUMBERS	\$30.00/M
6 MONTH RECENCY	\$15.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

DUCK SHACK

ROGERS SPORTING GOODS

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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