

ELITE DOG

149,350	12 MONTH DOG ENTHUSIASTS	\$70.00/M	
76,244	12 MO BREEDERS & HANDLERS	\$85.00/M	
39,329	12 MO RESCUE GROUP MEMBERS	\$85.00/M	
35,039	12 MO MAIL ORDER RESPONDERS	\$85.00/M	GENDER: 50% FEMALE
37,796	12 MO DONORS TO ANIMAL CAUSE	\$85.00/M	CAN SELECT
22,212	12 MO BOOK BUYERS	\$85.00/M	
	6 MONTH HOTLINE	+ \$10.00/M	ADDRESSING:
	3 MONTH HOTLINE	+ \$15.00/M	SEE SELECTIONS
	EMAIL ADDRESSES	INQUIRE	

KEYING: \$2.00/M

THESE DOG ENTHUSIASTS SPEND THOUSANDS OF DOLLARS ON THEIR PETS AND RELATED ACTIVITIES. FROM OWNERS TO SPECIALTY BREEDERS, SHOW PARTICIPANTS AND HANDLERS, THEY PURCHASE HEALTH/VETERINARY PRODUCTS, BOOKS AND VIDEOS, TRAVEL CRATES AND BEDS, GROOMING SUPPLIES AND PERFORMANCE BLENDED AND DIETARY PET FOODS.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 12
NEXT: AUGUST 12

WITH AN AVERAGE INCOME OF \$40,000+ AND THE AVERAGE AGE OF 40, THESE ANIMAL LOVERS RELY ON EDUCATIONAL MATERIALS AND QUALITY PRODUCTS TO PROVIDE THE BEST OF CARE TO THEIR PETS.

A LARGE PORTION OF THESE ENTHUSIASTS ARE MEMBERS OF FORMAL OR INFORMAL DOG RESCUE GROUPS WHICH ADOPT AND HOUSE STRAYS, NEGLECTED AND ABUSED DOGS. THE DOGS ARE THEN PLACED INTO CARING HOMES OF CAREFULLY SCREENED PET ADOPTION APPLICANTS.

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.

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: BREEDER ROSTERS, DOG SHOWS,
RESCUE GROUPS MEMBERSHIP

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

**** USAGE ****

AM HUMANE SOCIETY	HEARTLAND VET SUPPLY	PETCO
AM KENNEL CLUB	HUMANE SOCIETY OF U.S.	PETS UNITED
ANIMAL MEDICAL CENTER	J-B WHOLESALE PET	TARGETBASE MKTG.
ARGOSY UNIVERSITY	KV VET SUPPLY	VET NUTRITION
ASPCA	NEWPORT CREATIVE	WA ANIMAL RESCUE
BELVOIR PUBLICATIONS	NORTH SHORE ANIMAL LEAGUE	WONDERMAN CATALOG
CANINE COMPANIONS	PET EDGE	

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com