

ELITE DOG

150,093	12 MONTH DOG ENTHUSIASTS	\$70.00/M	
76,601	12 MO BREEDERS & HANDLERS	\$80.00/M	
39,515	12 MO RESCUE GROUP MEMBERS	\$80.00/M	
35,205	12 MO MAIL ORDER RESPONDERS	\$80.00/M	GENDER: 50% FEMALE
37,975	12 MO DONORS TO ANIMAL CAUSE	\$80.00/M	CAN SELECT
22,318	12 MO BOOK BUYERS	\$80.00/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.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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.

THRU: OCTOBER 07
NEXT: APRIL 08

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
ZIP +4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
6 MONTH HOTLINE	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM HUMANE SOCIETY	CANINE COMPANIONS	PETS UNITED
AM KENNEL CLUB	HUMANE SOCIETY OF U.S.	VET NUTRITION
ANIMAL MEDICAL CTR	J-B WHOLESALE PET	WUNDERMAN CATO
ARGOSY UNIVERSITY	NEWPORT CREATIVE	
BELVOIR PUBLICATIONS	PET EDGE	

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