

**GUN, RIFLE AND SPORTING GOOD BUYERS**

163,461	12 MONTH BUYERS		\$75.00/M	UNIT OF SALE:
	RIFLE	ADD	\$10.00/M	\$200.00 AVERAGE
	SHOTGUN	ADD	\$10.00/M	
	PISTOL	ADD	\$10.00/M	GENDER: 90% MALE
	ARCHERY	ADD	\$10.00/M	CAN SELECT
	SURVIVAL PRODUCTS	ADD	\$10.00/M	
	MILITARY PRODUCTS	ADD	\$10.00/M	ADDRESSING:
	TOOLS	ADD	\$10.00/M	SEE SELECTIONS
	KNIVES	ADD	\$10.00/M	
	6 MONTH BUYERS	ADD	\$5.00/M	KEYING: \$2.00/M
	3 MONTH BUYERS	ADD	\$10.00/M	
	1 MONTH BUYERS	ADD	\$15.00/M	MINIMUM ORDER:
				5,000

AVID GUN ENTHUSIASTS AND OUTDOORSMEN WHO HAVE ACTUALLY PURCHASED A HANDGUN, RIFLE OR BOW FROM A PAWN SHOP OR SPECIALTY RETAILER. THESE BUYERS SPEND THEIR MONEY WISELY FOR TOP QUALITY GEAR AT DISCOUNTED PRICES.

SAMPLE REQUIRED

THRU: JANUARY 12  
NEXT: JULY 12

MOST OF THESE BUYERS USE THEIR GUNS FOR TARGET PRACTICE, HUNTING AND/OR HOME PROTECTION. THEY BELIEVE IN THEIR SECOND AMENDMENT RIGHTS TO KEEP AND BEAR ARMS. THE GUN BUYERS HAVE UNDERGONE EXTENSIVE BACKGROUND CHECKS AND HAVE BEEN APPROVED TO OWN GUNS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

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](http://www.telemarketing.donotcall.gov)

SOURCE: NATIONAL PAWN SHOPS & RETAIL SALES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
PHONES	\$30.00/M
DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

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NATIONAL RIFLE ASSOC.  
SMOKY MNTN KNIFE

SPORTSMAN'S GUIDE

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