

HARNESS RACING MUSEUM GIFT CATALOG

71,016 12 MONTH BUYERS/PAID REQ'S \$80.00/M UNIT OF SALE:
 FILE NCOA'D 2X ANNUALLY \$75.00 AVERAGE

GENDER: 70% FEMALE
 CAN SELECT

THE HARNESS RACING MUSEUM PROVIDES HISTORY AND
 ARTIFACTS OF HARNESS RACING AND THE HERITAGE OF
 FAMOUS RACE HORSES. THE GIFT CATALOG OFFERS QUALITY
 EQUESTRIAN GIFT ITEMS FOR ALL BREED INTERESTS.

ADDRESSING:
 SEE SELECTIONS

THESE BUYERS ARE HORSE OWNERS, TRAINERS, DRIVERS
 AND GENERAL RACING ENTHUSIASTS WITH AN AVERAGE
 INCOME OF \$81,000+. THEY PURCHASE ITEMS FOR BOTH
 HOME AND OFFICE SUCH AS CUSTOM PRINTS, BOOKS
 VIDEOS, JEWELRY, COLLECTIBLES, AND CHILDREN'S TOYS
 ALL WITH THE EQUESTRIAN THEME.

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THESE ARE AVID EQUINE ENTHUSIASTS WITH INTERESTS IN
 THOROUGHBRED, SADDLEBRED, MORGAN, QUARTER HORSE,
 ARABIAN AND OTHER POPULAR BREEDS.

THRU: OCTOBER 07
 NEXT: APRIL 08

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: CATALOG BUYERS AND REQUESTORS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
NCDB DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BARTON COTTON

PETSMART

SMARTPAK EQUINE

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