

ILLINOIS FARMERS

60,408 ACTIVE FARMERS

\$75.00/M

FARMERS AND RANCHERS IN ILLINOIS ARE INTERESTED IN ALL ASPECTS OF AGRICULTURAL NEWS AND INFORMATION CONCERNING RURAL LIFE INCLUDING PLANTING AND HARVEST NEWS, LIVESTOCK PRODUCTION, GOVERNMENT AND ECONOMIC ISSUES FACING FARMERS TODAY.

GENDER: MOSTLY  
MALE

ADDRESSING:  
SEE SELECTIONS

THESE AGRICULTURALISTS OWN AND OPERATE THEIR FARMS AND RANCHES. THESE CONSUMERS LIVE IN SMALL COUNTRY TOWNS AND RURAL AREAS. THEY NEED QUALITY MERCHANDISE AND SERVICES GEARED TOWARDS THEIR RURAL LIFESTYLES.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

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

SAMPLE REQUIRED

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

THRU: JANUARY 2010  
NEXT: AUGUST 2010

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: 100% DIRECT MAIL RESPONDERS, DEPT. OF AGRICULTURE, FARM SUBSIDY PROGRAMS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
AGE	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
CROP/HERDS	\$15.00/M
P/S LABELS	\$30.00/M
PHONE NUMBERS	\$30.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

GARDENS ALIVE!

CONTACT LIST MANAGER EMAIL: [Scott@midwestdm.com](mailto:Scott@midwestdm.com)

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