

IOWA FARMERS

69,285 ACTIVE FARMERS

\$75.00/M

THESE FARMERS AND RANCHERS FROM THE "BREAD BASKET" OF AMERICA ARE OWNERS AND OPERATORS OF THEIR RURAL LANDS. AS THEY ARE SELF-SUFFICIENT BUSINESSMEN, THEY MUST STAY INFORMED OF NEW FARMING TECHNIQUES, NEW AND IMPROVED TOOLS AND EQUIPMENT, ADVANCES MADE IN SEED, FEED AND FERTILIZERS AS WELL AS CONSERVATION, ENVIRONMENTAL, MARKET PRICING AND AGRI-POLITICS.

GENDER: MOSTLY
MALE

ADDRESSING:
SEE SELECTIONS

DUE TO THEIR INDEPENDENT RURAL LIFESTYLES AND THE MIDWEST WEATHER CHANGES, THEY HAVE A NEED FOR BARN AND FENCING SUPPLIES, VETERINARY SUPPLIES, AUTO AND EQUIPMENT MAINTENANCE ITEMS. THE FAMILIES OF THESE LAND OWNERS PURCHASE HOME DECOR WITH THE COUNTRY THEME AND PARTICIPATE IN MANY OUTDOOR SPORTS.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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

THRU: OCTOBER 07
NEXT: APRIL 08

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

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
CROP OR LIVESTOCK	\$15.00/M
AGE OR INCOME	\$15.00/M
DONORS	\$15.00/M
P/S LABELS	\$30.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AMERICAN EXPRESS

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