



MARINE CORPS APPAREL BUYERS

37,897 12 MONTH PRODUCT BUYERS \$95.00/M
25,013 MILITARY VETERANS \$10.00/M

UNIT OF SALE:
\$25.00 AVERAGE

LOOKING FOR AN USMC DEVIL DOG? THESE CURRENT AND VETERAN MARINE CORPS MEMBERS ARE TRUE BLUE. THEY HAVE PURCHASED APPAREL AND GIFTS BEARING THE "DEVIL DOG" INSIGNIA FOR HOME, GIFT AND OFFICE USE.

GENDER: 65% MALE
CAN SELECT

ALTHOUGH THE ARMY, NAVY AND AIR FORCE ARE EQUALLY PROUD OF THEIR BRANCH OF THE MILITARY, THE DEVIL DOGS LIKE TO SHOW THEIR LOYALTY AS THE APPAREL LINE INCLUDES SELECTIONS FOR WOMEN AND CHILDREN.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE BUYERS ARE INTERNET AND COMPUTER SAVVY, MOST OWN THEIR OWN HOME, ARE AN AVERAGE AGE OF 45 AND HAVE AN AVERAGE INCOME OF \$60,000.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

THRU: MAY 18
NEXT: DECEMBER 18

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: INTERNET AND CATALOG BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP FILE SET UP FEE	\$50.00
GENDER	\$6.00/M
6 MONTH HOTLINE	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

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