

**MISSOURI CONSERVATIONIST SUBSCRIBERS**

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|------------------------------|-----------|-------------------------------|
| 436,912 12 MONTH SUBSCRIBERS | \$80.00/M | |
| MAIL ORDER BUYERS | \$10.00/M | GENDER: 85% MALE |
| SUBSCRIBERS | \$10.00/M | CAN SELECT |
| DONORS | \$10.00/M | |
| NON-PROFIT RATE | \$65.00/M | ADDRESSING: SEE SELECTIONS |

MISSOURI CONSERVATIONIST IS PROFESSIONALLY WRITTEN AND EDITED FOR THE OUTDOOR ENTHUSIASTS LOCATED IN MISSOURI AND THE MIDWEST. ARTICLES COVER MANY TOPICS OF INTEREST TO AVID OUTDOORSMEN INTERESTED IN CONSERVATION, ENVIRONMENTALISM, CAMPING, HIKING, HUNTING, FISHING, OUTDOOR PHOTOGRAPHY, BIRD WATCHING AND OUTDOOR RECREATION OF ALL TYPES.

KEYING: \$3.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11

NEXT: APRIL 12

THIS FILE HAS BEEN OVERLAYED WITH NATIONAL CONSUMER DEMOGRAPHICS AND PURCHASING BEHAVIOR. INQUIRE FOR SELECTIONS NOT LISTED.

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.

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

SOURCE: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| DONORS/CONTRIBUTORS | \$10.00/M |
| AGE OR INCOME | \$10.00/M |
| MAIL ORDER BUYER | \$10.00/M |
| PHONE NUMBERS | \$30.00/M |
| CREDIT CARD | \$10.00/M |
| GENDER | \$6.00/M |
| GUN OWNERS | \$6.00/M |
| P/S LABELS | \$10.00/M |
| ZIP TAPE SET UP FEE | \$50.00 |
| CD ROM | \$50.00 |
| ELECTRONIC DELIVERY | \$50.00 |

** USAGE **

FOOD BANK CHAPTERS NAT'L AUDOBON SOCIETY REIMAN PUBLICATIONS
ST. LOUIS ZOO

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