

**MISSOURI OUTDOORS**

1,215,907	12 MONTH SPORTSMEN	\$70.00/M
669,641	HUNTING & GUNS	\$70.00/M
501,484	FRESHWATER FISHING	\$70.00/M
57,231	TROUT FISHING	\$70.00/M
48,809	SMALL GAME	\$70.00/M
5,053	TRAPPING	\$70.00/M
160,911	BIRD HUNTING	\$70.00/M
120,389	TURKEY HUNTING	\$70.00/M
65,577	ARCHERY DEER/TURKEY	\$70.00/M
345,168	DEER HUNTING	\$70.00/M
290,131	MAGAZINE SUBSCRIBERS	\$70.00/M
262,254	MAIL ORDER BUYERS	\$70.00/M
	NON-PROFIT RATE	\$60.00/M

GENDER: 85% MALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11
NEXT: APRIL 12

HUNTING, FISHING AND AVID OUTDOOR ENTHUSIASTS WHO HAVE PAID THE STATE OF MISSOURI TO HUNT, FISH, TRAP AND ENJOY ALL ASPECTS OF MISSOURI'S GREAT OUTDOORS.

THESE SPORTSMEN SPEND HUNDREDS OF DOLLARS ANNUALLY TO PURCHASE THE GUNS, GEAR, CLOTHING, BOATS, DECOYS AND EQUIPMENT NEEDED TO PARTICIPATE IN THEIR FAVORITE OUTDOOR ACTIVITIES.

THESE ENVIRONMENTALLY CONSCIOUS CONSUMERS ARE THE LEADING CONTRIBUTORS TO ALL CONSERVATION EFFORTS IN MISSOURI. A PORTION OF ALL FEES ARE APPLIED TOWARDS STATE CONSERVATION AND WILDLIFE MANAGEMENT PROGRAMS.

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

ALL CANCELLED ORDERS, WHETHER RUN OT 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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DONORS/CONTRIBUTORS	\$15.00/M
AGE OR INCOME	\$15.00/M
PHONE NUMBERS	\$30.00/M
CREDIT CARD	\$20.00/M
GUN OWNERS	\$6.00/M
6 MONTH RECENCY	\$15.00/M
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

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