

NEXT DAY PETS

57,228	12 MO PROSPECTS & OWNERS	\$85.00/M	
35,645	6 MO PROSPECTS & OWNERS ADD	\$10.00/M	
15,706	3 MO PROSPECTS & OWNERS ADD	\$15.00/M	
	EMAIL ADDRESSES	\$150.00/M	GENDER: 72% FEMALE
	SEE SELECTIONS BELOW		CAN SELECT

NEXT DAY PETS WAS FOUNDED ON THE BELIEF THAT THERE IS NOTHING LIKE THE BOUNDLESS LOVE OF A PET. THEY SEEK TO UNITE PEOPLE WITH THEIR PERFECT CANINE COMPANION THROUGH THEIR WEBSITE. OFFERING PUPPYMATCH, A UNIQUE PROFILE THAT CONNECTS BUYERS WITH THE BEST BREED AND DOG FOR THEM, NEXT DAY PETS PROVIDES EDUCATION AND RESOURCES TO FIND THE PERFECT DOG. CURRENT DOG OWNERS AND PROSPECTIVE OWNERS COMPLETE A DETAILED SURVEY OF THEIR LIVES, FAMILY MAKE-UP AND PERSONAL PREFERENCES TO FIND THE BEST PUPPY MATCH.

ADDRESSING:
SEE SELECTIONS
BELOW

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

NEXT DAY PETS PROVIDES A FORUM FOR RESPONSIBLE BREEDERS TO FIND GOOD HOMES FOR THEIR PUPPIES AND OFFERS DOG RESCUES A NEW WAY TO FIND HOMES FOR DOGS IN NEED. THEY ALSO PROVIDE OVER 40,000 PET PRODUCTS TO FIT NEW PET OWNERS' NEEDS.

THRU: FEBRUARY 2011
NEXT: SEPTEMBER 2011

THE FOLLOWING SELECTIONS ARE AVAILABLE:

20,289 NUMBER OF PETS IN HOME +\$10/M
25,984 PRESENCE/NUMBER OF CHILDREN +\$10/M
54,430 YARD TYPE +\$10/M
8,953 OCCUPATION +\$10/M
6,651 ALLERGIES PRESENT IN HOUSEHOLD +\$30/M
44,829 DOG TRAINING +\$10/M
34,043 TIME DOG WILL BE ALONE +\$10/M
44,847 INTERESTED IN PET INSURANCE +\$20/M
44,833 INTERESTED IN MICROCHIP +\$10/M
33,156 INTERESTED IN NEW VETERINARIAN YES/NO +\$20/M
32,409 INTERESTED IN PET SUPPLIES YES/NO +\$20/M

THESE DOG LOVERS PURCHASE ITEMS FOR THEIR NEW PETS LIKE DOG BEDS, COLLARS, LEADS, PERSONALIZED TAGS, TOYS, DIETARY SUPPLEMENTS, PET HEALTH ITEMS, FLEA AND TICK PREVENTION, PET FOODS, PENS, BOOKS AND VIDEOS ON PET CARE AND TRAINING.

WITH AN AVERAGE HOUSEHOLD INCOME OF \$62,000 THESE PET OWNERS AND PROSPECTS SPARE NO EXPENSE TO CARE FOR THEIR NEW DOG.

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.

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(NEXT DAY PETS CONTINUED)

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/ONLINE REGISTRATION

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

DRS FOSTER & SMITH TELL BELL

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