

PAWS ID PET TAG BUYERS

198,029 12 MONTH TAG BUYERS \$75.00/M UNIT OF SALE:
\$10.00 AVERAGE

THESE BUYERS HAVE PURCHASED THE NATIONALLY
RECOGNIZED PAWS ID TAG FOR THEIR PET TO KEEP THEM
SAFE AND PROTECTED FROM GETTING LOST. GENDER: 60% FEMALE
CAN SELECT

WITH AN AVERAGE INCOME OF \$62,000 AND AN AVERAGE
AGE OF 50, THESE PET OWNERS ALSO HAVE INTERESTS
IN PENS, BEDS, DIETARY SUPPLEMENTS, BOOKS AND VIDEOS
ON TRAINING, BREEDING AND GROOMING, VETERINARY
SUPPLIES FOR TREATING HEALTH ISSUES AS WELL AS
TREATS AND TRAVEL ACCESSORIES FOR THEIR PETS WHO ARE
TRULY "PART OF THE FAMILY". ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000

ADDITIONAL SELECTIONS:

DOG OWNERS: 115,554 @ \$10.00/M
CAT OWNERS: 78,980 @ \$10.00/M
MAIL ORDER RESPONDERS @ \$15.00/M

SAMPLE REQUIRED
THRU: APRIL 2011
NEXT: NOVEMBER 2011

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

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: FSI'S, INTERNET BUYERS, POP

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

** USAGE **

ANACAPA FUND	HUMANE SOC. U.S.	SAFE HAVEN FOR CATS
ANTI-CRUELTY SOCIETY	J-B WHOLESALE	SMARTPAK
ASPCA	KV VET SUPPLY	THE SEEING EYE
BANK OF AMERICA	MBI, INC.	WA ANIMAL RESCUE
DR MALE INC.	NORTH SHORE ANIMAL LEAGUE	WILD ANIMAL ORPHAN
FRIENDS OF ANIMALS	PETCO	
HAMPSHIRE LABS	ROAR	

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