

## RACERS TOOLBOX

9,582 12 MO MASTERFILE

\$85.00/M UNIT OF SALE:  
\$150.00 AVERAGE

THESE AMATEUR AND PROFESSIONAL MECHANICS PURCHASED THE FINEST CRAFTED TOOLS AND ACCESSORIES AT AFFORDABLE PRICES. THESE ENTHUSIASTS PURCHASED HAND TOOLS, ELECTRIC TOOLS, ELECTRICAL TEST PRODUCTS, AIR TOOLS, WELDING AND AIR COMPRESSORS, SHOP EQUIPMENT, LIFTING EQUIPMENT, PAINT AND BODY, MEASURING TOOLS, CHEMICALS, ENGINE AND LUBRICATION PRODUCTS.

GENDER: 80% MALE  
CANNOT SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MANY OF THE BRAND NAME TOOLS THEY USED INCLUDE: SK, NESCO, VICE GRIP, MAKITA, FLUKE, INGERSOLL-RAND, AND LINCOLN.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE AUTOMOTIVE ENTHUSIASTS WORKED ON ALL ASPECTS OF THEIR CARS INCLUDING BUILDING AND RE-BUILDING ENGINES, TRANSMISSIONS, BODY WORK, PAINTING, ELECTRICAL WIRING AND RESTORATION OF CLASSIC AND ANTIQUE CARS.

THRU: MAY 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: CATALOG BUYERS, REQUESTORS, REBATE & WARRANTY CARDS, CONSUMER CORRESPONDENCE

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M  |
| ZIP TAPE SET UP FEE         | \$50.00   |
| P/S LABELS                  | \$10.00/M |
| CD ROM                      | \$50.00   |
| ELECTRONIC DELIVERY         | \$50.00   |

\*\* USAGE \*\*

AUTO AFICIONADO  
HOT ROD MAGAZINE

NAT'L RIFLE ASSN.  
SPEEDWAY MOTORS

STREET RODDER MAG.

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