

UNITED SPORTSMEN GROUP

267,643	12 MONTH DEER HUNTERS	\$65.00/M	UNIT OF SALE:
49,200	WATERFOWL HUNTERS	\$65.00/M	\$800.00 AVERAGE
78,887	TURKEY HUNTERS	\$65.00/M	
39,416	UPLAND BIRDS	\$65.00/M	GENDER: 75% MALE
	EMAIL ADDRESSES	INQUIRE	CAN SELECT

UNITED SPORTSMEN GROUP ARE AVID SPORTSMEN WHO UTILIZE QUALITY HUNTING AND FISHING LEASE LAND AND PUBLIC RECREATION AREAS FOR SPORTING USE. THESE ARE HUNTERS AND FISHERMEN WHO ENJOY UNLIMITED RECREATION AND OUTDOOR LEISURE ACTIVITIES FOR THEMSELVES, THEIR FAMILIES AND FRIENDS, WHILE MAINTAINING A STRONG FOCUS ON THE ENVIRONMENTAL ISSUES AND PROPER LAND MANAGEMENT TO INSURE HABITAT SURVIVAL AND GAME PROPAGATION.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED

THESE SPORTSMEN ARE AVID OUTDOORSMEN WITH A SINCERE APPRECIATION FOR NATURE. HAVING AN AVERAGE INCOME OF \$47,000, THEY SPEND THEIR DISCRETIONARY INCOME ON TRAVEL, OUTDOOR CLOTHING, FISHING EQUIPMENT, CAMPING GEAR, GUNS AND HUNTING SUPPLIES AND PET CARE NEEDS FOR THEIR HUNTING DOGS.

THRU: DECEMBER 11
NEXT: JUNE 12

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.

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: MEMBERSHIP

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
DONORS	\$15.00/M
MOB/SUBSCRIBERS	\$10.00/M
GAME SELECT	\$10.00/M
AGE	\$10.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BARTON COTTON
CABELA'S

DULUTH TRADING CO.
NAT'L RIFLE ASSOC.

ROCKY MNTN ELK FND

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