

VALLEY VET SUPPLY FARM & RANCH CATALOG

46,380	12 MONTH CATALOG BUYERS	\$100.00/M	UNIT OF SALE:
23,494	6 MONTH HOTLINE BUYERS ADD	\$5.00/M	\$185.00 AVERAGE
13,160	3 MONTH HOTLINE BUYERS ADD	\$10.00/M	
6,989	12 MONTH REQUESTORS	\$90.00/M	GENDER: 49% MALE
	NON-PROFIT & PUBLISHER RATE		CAN SELECT
	PLEASE INQUIRE		

THE VALLEY VET SUPPLY FARM & RANCH EDITION CATALOG OFFERS QUALITY PRODUCTS ESSENTIAL TO FARMING AND RANCHING OPERATIONS.

THESE CATALOG BUYERS, LIVING RURAL LIFESTYLES, NEED RUGGED WESTERN APPAREL, FENCING AND BARN EQUIPMENT, LUBRICANTS, TOOLS AND MAINTENANCE SUPPLIES FOR THEIR MACHINERY TO MAINTAIN THE VIABILITY OF THEIR FARMS AND RANCHES.

THEY ARE THE ORIGINAL "DO-IT-YOURSELF" AUDIENCE INVOLVED IN GARDENING, WOODWORKING, AUTOMOTIVE MAINTENANCE, TRACTOR REPAIR AND SMALL ENGINE RE-BUILDING. THE HOUSEHOLD IS COMFORTABLE WITH A CONSTANT NEED FOR HOME COOKING AND CANNING PRODUCTS AND COUNTRY CRAFTS FOR INTERIOR DECORATING AND RESALE AT FAIRS. MOST OWN PERSONAL COMPUTERS MAINTAINING THEIR OWN FINANCIAL RECORDS ON THEIR BUSINESS OPERATIONS.

ADDITIONAL SELECTIONS AVAILABLE:

HOUSEHOLD DEMOGRAPHICS AGE INCOME

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: DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	DEMOGRAPHICS	\$10.00/M
	DOLLAR AMOUNT \$25+	\$15.00/M
	DOLLAR AMOUNT \$50+	\$25.00/M
	ZIP TAPE SET UP FEE	\$50.00
	GENDER	\$6.00/M
	ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM. LIVESTOCK SUPPLY	GARDENS ALIVE!	POND GUY, THE
DIRECT DISTRIBUTORS	MILLER NURSERIES	PROGRESSIVE FARMER
ENGINEERING SERVICES	NAT'L RIFLE ASSN.	QC SUPPLY
FORT WESTERN CATALOG	NORTHERN HYDRAULIC	

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