

**VALLEY VET SUPPLY FARM & RANCH CATALOG**

105,206 12 MONTH CATALOG BUYERS \$100.00/M  
 60,375 6 MONTH HOTLINE BUYERS ADD \$5.00/M  
 4,364 12 MONTH REQUESTORS \$90.00/M

UNIT OF SALE:  
 \$185.00 AVERAGE

GENDER: 49% MALE  
 CAN SELECT

NON-PROFIT & PUBLISHER RATE  
 PLEASE INQUIRE

ADDRESSING:  
 SEE SELECTIONS

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

KEYING: \$2.00/M

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.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

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.

THRU: DECEMBER 17  
 NEXT: JULY 18

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 \*\*

ALAMO GROUP            KLOCKIT            QC SUPPLY  
 CONSOLIDATED PLASTICS            OGDEN PUB/FARM COLLECTOR  
 ENGINEERING SERVICES            PROGRESSIVE FARMER

CONTACT LIST MANAGER EMAIL: [dorothy@midwestdm.com](mailto:dorothy@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
 Email: [info@midwestdm.com](mailto:info@midwestdm.com)