

**VALU-BILT TRACTOR PARTS CATALOG**

60,828	12 MONTH BUYERS	\$100.00/M
47,542	6 MONTH BUYERS	ADD \$10.00/M
17,180	3 MONTH BUYERS	ADD \$15.00/M

GENDER: 75% MALE
CAN SELECT

FROM ONE OF THE OLDEST AND MOST RELIABLE COMPANIES IN THE INDUSTRY, COMES VALU-BILT TRACTOR PARTS CATALOG. SINCE 1935, VALU-BILT HAS BEEN THE NATION'S LARGEST SUPPLIER TO THE AGRICULTURE INDUSTRY WITH TRACTOR PART REPLACEMENTS. THIS 319 PAGE CATALOG HAS REPLACEMENT PARTS FOR ALLIS CHALMERS, CASE, FORD JOHN DEERE, INTERNATIONAL, FARMALL. OTHER PRODUCT LINES INCLUDE: ELECTRICAL SYSTEM COMPONENTS, TIRES, CHAINS, SEATS, RADIO'S, TOOLBOXES, SPRAYERS AND ATV'S.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE BUYERS ARE 'DO-IT-YOURSELFERS' WHO REPLY ON MANY OF THE BOOKS, MANUALS AND VIDEOS OFFERED IN THIS CATALOG TO COMPLETE MAINTENANCE AND REPAIRS ON THEIR FARM EQUIPMENT. AMONG THESE CONSUMERS ARE FULL TIME FARMERS, HOBBY FARMERS, ACREAGE OWNERS, RESTORERS AND COLLECTORS. AT LEAST ONE-THIRD OWN AN ATV.

THRU: JUNE 2011
NEXT: DECEMBER 2011

THE AVERAGE AGE RANGE OF THESE BUYERS IS 45-54. THESE ESTABLISHED RURAL HOMEOWNERS HANDLE THEIR OWN HOME AND FARM REPAIRS AND IMPROVEMENTS. THEY HAVE INTERESTS IN HUNTING, FISHING AND OTHER ACTIVITIES COMMON TO THEIR COUNTRY LIFESTYLE.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

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: CATALOG BUYERS AND REQUESTORS

SELECTIONS: STATE, SCF, ZIP CODE	\$6.00/M
ZIP SET UP FEE	\$50.00
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
TELEPHONES	\$30.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

** USAGE **

AM LIVESTOCK SUPPLY	HARBOR FREIGHT	ORECK CORP.
CENTRAL PURCHASING	HERITAGE IRON	PROGRESSIVE FARMER
COUNTRYSIDE MAGAZINE	KRUSE INTERNATIONAL	QC SUPPLY
ENGINEERING SVCS	LANCASTER FARMING PUB.	REIMAN PUBLISHING
ERTEL PUBLISHING	MARKETSHARE PUB'S	SEPTIC REMEDY
FARM SHOW PUBLISHING	MEREDITH LIST MRKTG	SMOKY MNTN KNIFE
GARAGE EQUIPMENT SUPPLY	NAT'L RIFLE ASSN.	SUMMIT RACING
GLOBAL INDUST. CATALOG	OGDEN PUB'S	VALLEY VET SUPPLY

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