

EQUINE ANIMAL HEALTH CERTIFICATIONS

165,390	0-12 MONTH REGISTRATIONS	\$120.00/M	UNIT OF SALE:
76,783	0- 6 MONTH RECENCY	+\$15.00/M	\$95.00 AVERAGE
125,670	13-24 MONTH RECENCY	\$100.00/M	
39,197	25-36 MONTH RECENCY	\$90.00/M	GENDER: SELECTABLE
408,868	37+ MONTH RECENCY	\$85.00/M	
	HORSE BREED	+\$20.00/M	
	NUMBER OF HORSES	+\$20.00/M	
	NON-PROFIT RATE	\$85.00/M	
	MAGAZINE/PUBLISHER	\$100.00/M	
	PHARMACEUTICAL/CONTROLLED CIRC	\$250.00/M	
	EMAIL ADDRESSES - INQUIRE		

HORSE OWNERS, BREEDERS AND PROFESSIONALS ACROSS THE NATION HAVE USED THIS ANIMAL HEALTH REGISTRY SINCE 1999 TO PROVIDE VETERINARIANS, ANIMAL HEALTH AUTHORITIES AND HORSE OWNERS TEST RESULTS AND DOCUMENTATION TO ALLOW LEGAL TRANSPORT OF THEIR HORSES BOTH INTERSTATE AND INTRA-STATE.

THESE ENTHUSIASTIC HORSE OWNERS AND PROFESSIONALS CERTIFY AND DOCUMENT THEIR HORSES FOR TRANSPORT TO HORSE SHOWS, RACES, SALE EVENTS, RODEO'S AND BOARDING STABLES AS WELL AS TRAINING FACILITIES AND EQUESTRIAN EVENTS NATIONWIDE.

MINIMUM: 5,000

SAMPLE REQUIRED

THRU: DECEMBER 18

NEXT: JULY 19

AMATEUR, NOVICE AND PROFESSIONAL HORSE OWNERS ARE REQUIRED TO PROVIDE VETERINARIAN CERTIFIED COGGINS TEST RESULTS BEFORE TRANSPORT IS LEGALLY APPROVED BY MOST STATES AND ANIMAL HEALTH AUTHORITIES.

THESE EQUINE ENTHUSIASTS COVER THE ENTIRE BREED AND EQUINE DISCIPLINE SPECTRUM INCLUDING WESTERN, ENGLISH, TRAIL RIDING, SPORT HORSE COMPETITION AND RACING. THEY REQUIRE SADDLES AND TACK, EQUINE HEALTH SUPPLIES, WORMER, VACCINES AND SUPPLEMENTS, BOOTS AND APPAREL AS WELL AS STABLE EQUIPMENT AND EQUINE FENCING SYSTEMS. THEY ALSO ROUTINELY PURCHASE EQUINE RELATED GIFTS, TRAILERS, HOW-TO BOOKS AND VIDEOS AND GROOMING SUPPLIES.

ADDITIONAL SELECTIONS AVAILABLE:

HORSE BREED	NUMBER OF HORSES	DONORS BY TYPE
HOUSEHOLD DEMOGRAPHICS	AGE OR INCOME	GENDER
CHILDREN	MOB/SUBSCRIBER	HOME VALUE
HUNTING/GUNS	GARDENING	CRAFTS

BREEDS AVAILABLE @ \$20/M

PAINT HORSE = 45,481	QUARTER HORSE = 167,870
OTHER BREEDS = 140,621	ARABIAN = 25,634
THOROUGHBRED = 45,685	WARMBLOOD = 14,611
MORGAN = 4,738	SADDLEBRED = 9,193
APPALOOSA = 15,358	STANDARD BRED = 3,439
PONY = 11,623	SPORT HORSE = 938
TENNESSEE WALKING HORSE = 14,318	

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EQUINE ANIMAL HEALTH CERTIFICATIONS (CONTINUED)

NUMBER OF HORSES AVAILABLE @ \$20/M

1 TO 5 = 378,012 6 TO 10 = 71,698
11 TO 15 = 6,391 16+ HORSES = 4,788

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: 100% DIRECT REGISTRATION FOR SERVICES

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 HOUSEHOLD DEMOGRAPHICS \$10.00/M
 BREED OF HORSE(S) \$20.00/M
 NUMBER OF HORSES \$20.00/M
 AGE, INCOME, SEX, LOR, DONORS \$10.00/M
 MAIL ORDER BUYERS \$10.00/M
 TELEPHONE NUMBERS \$30.00/M
 ELECTRONIC DELIVERY \$50.00

CONTACT LIST MANAGER: scott@midwestdm.com

**** USAGE ****

AIG INSURANCE	HEARTLAND VET SUPPLIES	SMARTPAK
BIG DEE'S VET SUPPLY	KENTUCKY EQUINE RESEARCH	SPALDING LABS
DOVER SADDLERY	KV VET SUPPLY	SPRINGTIME, INC
EQUESTRIAN PROMOTIONS	QUAD GRAPHICS MEDIA	US FARM DATA
EQUINE AFFAIRE	REEVES INT'L/BREYER HORSE	VALLEY VET SUPPLY
EQUINE TECH SYSTEMS	SCHNEIDER'S SADDLERY	WILLIAMS & WILLIAMS