

**EQUINE ANIMAL HEALTH CERTIFICATIONS**

138,612	0-12 MONTH REGISTRATIONS	\$120.00/M	UNIT OF SALE:
81,937	0- 6 MONTH RECENCY	+\$15.00/M	\$95.00 AVERAGE
58,746	13-24 MONTH RECENCY	\$100.00/M	
30,598	25-36 MONTH RECENCY	\$90.00/M	GENDER: SELECTABLE
93,127	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: AUGUST 17

NEXT: MARCH 18

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 = 42,598	QUARTER HORSE = 138,178
OTHER BREEDS = 88,342	ARABIAN = 25,632
THOROUGHBRED = 39,897	WARMBLOOD = 18,068
MORGAN = 5,927	SADDLEBRED = 8,209
APPALOOSA = 13,187	STANDARD BRED = 3,961
PONY = 13,997	SPORT HORSE = 1,304
TENNESSEE WALKING HORSE = 14,727	

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**EQUINE ANIMAL HEALTH CERTIFICATIONS (CONTINUED)**

NUMBER OF HORSES AVAILABLE @ \$20/M

1 TO 5 = 319,478                      6 TO 10 = 51,111  
11 TO 15 = 9,469                      16+ HORSES = 6,493

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	SPALDING LABS
BIG DEE'S VET SUPPLY	HORSE & RIDER MAGAZINE	SPRINGTIME, INC
DOVER SADDLERY	KV VET SUPPLY	US FARM DATA
EQUESTRIAN PROMOTIONS	QUARTER HORSE NEWS	VALLEY VET SUPPLY
EQUINE AFFAIRE	SCHNEIDER'S SADDLERY	WILLIAMS & WILLIAMS
EQUINE TECH SYSTEMS	SMARTPAK	