

**GOING GREEN**

532,694	GREEN CONSCIOUS AMERICANS		\$70.00/M	
	6 MONTH HOTLINE	ADD	\$10.00/M	
	3 MONTH HOTLINE	ADD	\$12.50/M	GENDER: 50/50
	1 MONTH HOTLINE	ADD	\$15.00/M	SELECTABLE
	EMAIL ADDRESSES		INQUIRE	

THESE ENVIRONMENTALLY CONSCIOUS AMERICANS HAVE MADE THE CHOICE TO LIVE THEIR LIVES AND RAISE THEIR FAMILIES IN AN ENVIRONMENTALLY RESPONSIBLE MANNER. THESE CONSUMERS PURCHASE "GREEN" PRODUCTS WHENEVER THEY HAVE THE OPPORTUNITY, PARTICIPATE IN RECYCLING PROGRAMS, ENERGY CONSERVATION PROJECTS AND WORK TO COMBAT GLOBAL WARMING.

ADDRESSING:  
SEE SELECTIONS

KEYING: 3.00/M

MINIMUM ORDER:  
5,000

THESE AMERICANS ARE WORKING IN THEIR CITIES AND TOWNS AS WELL AS GLOBALLY FOR PRESERVATION OF MOTHER EARTH. MOST ARE MARRIED WITH AN AVERAGE AGE OF 45 AND HOUSEHOLD INCOME OF \$80,000.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE CONSUMERS ARE INTERESTED IN OFFERS OF HOLISTIC HEALTH CARE, PHYSICAL AND SPIRITUAL SELF-DEVELOPMENT, SOCIAL, POLITICAL AND ENVIRONMENTAL RESTORATION AND PRESERVATION.

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: SELF-REPORTED DATA, DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP CODE	\$8.00/M
AGE, INCOME, GENDER	\$10.00/M
DEMOGRAPHIC SELECTIONS	\$15.00/M
LIFESTYLE/HOBBY	\$15.00/M
CONTRIBUTORS/DONORS	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
MAGAZINE SUBSCRIBERS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
EMAIL/FTP TRANSFER	\$50.00

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

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