

LOVE OUR PETS!

350,122	12 MONTH PET OWNERS		\$70.00/M
25,976	12 MONTH BIRD OWNERS	ADD	\$15.00/M
114,497	12 MONTH CAT OWNERS	ADD	\$15.00/M
308,922	12 MONTH DOG OWNERS	ADD	\$15.00/M
99,976	12 MONTH HORSE OWNERS	ADD	\$15.00/M
21,711	12 MONTH EXOTIC ANIMALS	ADD	\$15.00/M
	6 MONTH HOTLINE	ADD	\$10.00/M
	3 MONTH HOTLINE	ADD	\$15.00/M
	1 MONTH HOTLINE	ADD	\$20.00/M
	EMAIL ADDRESSES	INQUIRE	

GENDER:
CAN SELECT

THESE HOUSEHOLDS CONSIDER THEIR PET TO BE A MEMBER OF THE FAMILY. THESE PETS ARE PAMPERED WITH THE BEST IN COLLARS, BEDDING, CLOTHING, FOOD AND ALL THE AFFECTION THAT CAN BE GIVEN. MANY OF THESE CONSUMERS DONATE TO ANIMAL CONCERN CHARITIES. DONORS ARE SELECTABLE AS FOLLOWS AT \$15/M:
DONORS TO CAT CHARITIES/RESCUES
DONORS TO DOG CHARITIES/RESCUES
DONORS TO EQUINE CHARITIES/RESCUES

ADDRESSING:
SEE SELECTIONS

KEYING: 2.00/M

MINIMUM ORDER:
5,000

WITH AN AVERAGE AGE OF 45 AND AVERAGE HOUSEHOLD INCOME OF \$75K, THESE CONSUMERS SPARE NO EXPENSE WHEN IT COMES TO THE FAMILY PET.

SAMPLE REQUIRED

UPDATED MONTHLY

DEMOGRAPHICS AVAILABLE AT \$10/M:

AGE	ETHNICITY
INCOME	CHILDREN'S AGE
HOMEOWNER	CHILDREN'S GENDER
LENGTH OF RESIDENCE	PRESENCE OF CHILDREN

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

OCCUPATION	PRODUCT BUYER
MARITAL STATUS	CREDIT CARD BUYER

ALL ORDERS CANCELLED AFTER THE MAILDATE 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 RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

USAGE

ANIMAL CARE	MY OLLIE	SMARTPAK
CUSTOM CARGES	PAWS CHICAGO	SPRINGTIME, INC
HUMANE SOCIETY - SC		

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com

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