

NEXT DAY PETS

57,864 12 MO PROSPECTS & OWNERS \$85.00/M
 EMAIL ADDRESSES INQUIRE GENDER: 72% FEMALE
 CAN SELECT

NEXT DAY PETS WAS FOUNDED ON THE BELIEF THAT THERE IS NOTHING LIKE THE BOUNDLESS LOVE OF A PET. THEY SEEK TO UNITE PEOPLE WITH THEIR PERFECT CANINE COMPANION THROUGH THEIR WEBSITE. OFFERING PUPPYMATCH, A UNIQUE PROFILE THAT CONNECTS BUYERS WITH THE BEST BREED AND DOG FOR THEM, NEXT DAY PETS PROVIDES EDUCATION AND RESOURCES TO FIND THE PERFECT DOG. CURRENT DOG OWNERS AND PROSPECTIVE OWNERS COMPLETE A DETAILED SURVEY OF THEIR LIVES, FAMILY MAKE-UP AND PERSONAL PREFERENCES TO FIND THE BEST PUPPY MATCH.

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

NEXT DAY PETS PROVIDES A FORUM FOR RESPONSIBLE BREEDERS TO FIND GOOD HOMES FOR THEIR PUPPIES AND OFFERS DOG RESCUES A NEW WAY TO FIND HOMES FOR DOGS IN NEED. THEY ALSO PROVIDE OVER 40,000 PET PRODUCTS TO FIT NEW PET OWNERS' NEEDS.

THRU: OCTOBER 17
 NEXT: MAY 18

THE FOLLOWING SELECTIONS ARE AVAILABLE:

47,632 DOG BREED +\$20/M
 16,745 NUMBER OF PETS IN HOME +\$10/M
 21,505 PRESENCE/NUMBER OF CHILDREN +\$10/M
 45,069 YARD TYPE +\$10/M
 7,411 OCCUPATION +\$10/M
 5,246 ALLERGIES PRESENT IN HOUSEHOLD +\$30/M
 36,663 DOG TRAINING +\$10/M
 28,201 TIME DOG WILL BE ALONE +\$10/M
 37,115 INTERESTED IN PET INSURANCE +\$20/M
 38,946 INTERESTED IN MICROCHIP +\$20/M
 27,511 INTERESTED IN NEW VETERINARIAN YES/NO +\$20/M
 28,119 INTERESTED IN PET SUPPLIES YES/NO +\$20/M

THESE DOG LOVERS PURCHASE ITEMS FOR THEIR NEW PETS LIKE DOG BEDS, COLLARS, LEADS, PERSONALIZED TAGS, TOYS, DIETARY SUPPLEMENTS, PET HEALTH ITEMS, FLEA AND TICK PREVENTION, PET FOODS, PENS, BOOKS AND VIDEOS ON PET CARE AND TRAINING.

WITH AN AVERAGE HOUSEHOLD INCOME OF \$62,000 THESE PET OWNERS AND PROSPECTS SPARE NO EXPENSE TO CARE FOR THEIR NEW DOG.

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: INTERNET/ONLINE REGISTRATION

(CONTINUED ON NEXT PAGE)

NEXT DAY PETS (CONT'D)

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP FILE SET UP FEE	\$50.00
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

ANIMAL CARE	BEST FRIENDS ANIMAL SOC
ASPCA	PET EDGE

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