

PAWS ID PET TAG BUYERS

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|---------|---------------------|-----|-----------|-----------------|
| 178,519 | 12 MONTH TAG BUYERS | | \$75.00/M | UNIT OF SALE: |
| 91,604 | 6 MONTH HOTLINE | Add | \$10.00/M | \$10.00 AVERAGE |
| 47,232 | 3 MONTH HOTLINE | Add | \$15.00/M | |

THESE BUYERS HAVE PURCHASED THE NATIONALLY
RECOGNIZED PAWS ID TAG FOR THEIR PET TO KEEP THEM
SAFE AND PROTECTED FROM GETTING LOST.

GENDER: 60% FEMALE
CAN SELECT

WITH AN AVERAGE INCOME OF \$62,000 AND AN AVERAGE
AGE OF 50, THESE PET OWNERS ALSO HAVE INTERESTS
IN PENS, BEDS, DIETARY SUPPLEMENTS, BOOKS AND VIDEOS
ON TRAINING, BREEDING AND GROOMING, VETERINARY
SUPPLIES FOR TREATING HEALTH ISSUES AS WELL AS
TREATS AND TRAVEL ACCESSORIES FOR THEIR PETS WHO ARE
TRULY "PART OF THE FAMILY".

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M

MINIMUM ORDER:
5,000

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

SAMPLE REQUIRED

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.

THRU: MAY 18
NEXT: DECEMBER 18

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: FSI'S, INTERNET BUYERS, POP

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$6.00/M |
| AGE OR INCOME | \$10.00/M |
| DEMOGRAPHICS | \$10.00/M |
| DOG/CAT OWNERS | \$10.00/M |
| MAIL ORDER RESPONDERS | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |
| ZIP TAPE SET UP FEE | \$50.00 |

** USAGE **

ALLEY CAT ALLIES
ANIMAL CARE
BELVOIR PUBLICATIONS

IN DEFENSE OF ANIMALS
NETWORK FOR ANIMALS

NEWPORT ONE HUMANE SOCIETY
PREMIER EXPO/PET EXPO

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