

**PAWS ID PET TAG BUYERS**

177,886	12 MONTH TAG BUYERS		\$75.00/M	UNIT OF SALE:
92,407	6 MONTH HOTLINE	Add	\$10.00/M	\$10.00 AVERAGE
48,204	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 17  
NEXT: SEPTEMBER 17

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

SOURCE: FSI'S, INTERNET BUYERS, POP

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 \*\*

AINSWORTH PET NUTRITION  
ANIMAL CARE  
ALLEY CAT ALLIES  
BELVOIR PUBLICATIONS

GUIDING EYES FOR BLIND  
NAT'L PET EXPO  
NEWPORT ONE HUMANE SOC.  
PAWS CHICAGO

PET SUPPLIES PLUS  
US RETAIL, INC

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