

**VALLEY VET SUPPLY FARM & RANCH CATALOG**

93,535 12 MONTH CATALOG BUYERS \$100.00/M  
 60,071 6 MONTH HOTLINE BUYERS ADD \$5.00/M  
 4,256 12 MONTH REQUESTORS \$90.00/M

UNIT OF SALE:  
 \$185.00 AVERAGE

GENDER: 49% MALE  
 CAN SELECT

NON-PROFIT & PUBLISHER RATE  
 PLEASE INQUIRE

ADDRESSING:  
 SEE SELECTIONS

THE VALLEY VET SUPPLY FARM & RANCH EDITION CATALOG  
 OFFERS QUALITY PRODUCTS ESSENTIAL TO FARMING AND  
 RANCHING OPERATIONS.

KEYING: \$2.00/M

THESE CATALOG BUYERS, LIVING RURAL LIFESTYLES,  
 NEED RUGGED WESTERN APPAREL, FENCING AND BARN  
 EQUIPMENT, LUBRICANTS, TOOLS AND MAINTENANCE  
 SUPPLIES FOR THEIR MACHINERY TO MAINTAIN THE  
 VIABILITY OF THEIR FARMS AND RANCHES.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THRU: OCTOBER 16  
 NEXT: MAY 17

THEY ARE THE ORIGINAL "DO-IT-YOURSELF" AUDIENCE  
 INVOLVED IN GARDENING, WOODWORKING, AUTOMOTIVE  
 MAINTENANCE, TRACTOR REPAIR AND SMALL ENGINE  
 RE-BUILDING. THE HOUSEHOLD IS COMFORTABLE WITH A  
 CONSTANT NEED FOR HOME COOKING AND CANNING PRODUCTS  
 AND COUNTRY CRAFTS FOR INTERIOR DECORATING AND  
 RESALE AT FAIRS. MOST OWN PERSONAL COMPUTERS  
 MAINTAINING THEIR OWN FINANCIAL RECORDS ON THEIR  
 BUSINESS OPERATIONS.

ADDITIONAL SELECTIONS AVAILABLE:

HOUSEHOLD DEMOGRAPHICS            AGE            INCOME

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

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:            DIRECT MAIL AND SPACE ADVERTISING

SELECTIONS: STATE, SCF, ZIP            \$6.00/M  
 DEMOGRAPHICS            \$10.00/M  
 DOLLAR AMOUNT \$25+            \$15.00/M  
 DOLLAR AMOUNT \$50+            \$25.00/M  
 ZIP TAPE SET UP FEE            \$50.00  
 GENDER            \$6.00/M  
 ELECTRONIC DELIVERY            \$50.00

**\*\* USAGE \*\***

ALAMO GROUP	FARM COLLECTOR	PROGRESSIVE FARMER
AM. FARMLAND TRUST	FARM SHOW PUBLICATIONS	QC SUPPLY
CONSOLIDATED PLASTICS	KLOCKIT	SPORTSMAN'S GUIDE
DIRECT DISTRIBUTORS	NAT'L RIFLE ASSN.	
ENGINEERING SERVICES	OGDEN PUBLISHING	

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