

VALLEY VET SUPPLY FARM & RANCH CATALOG

99,292 12 MONTH CATALOG BUYERS \$100.00/M
 66,490 6 MONTH HOTLINE BUYERS ADD \$5.00/M
 4,783 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

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.

THRU: MAY 17
 NEXT: DECEMBER 17

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 KLOCKIT QC SUPPLY
 CONSOLIDATED PLASTICS NAT'L RIFLE ASSN.
 ENGINEERING SERVICES PROGRESSIVE FARMER

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