

**ELECTRONIC FISHING LURES**

42,198 12 MONTH BUYERS \$75.00/M UNIT OF SALE:  
 EMAIL ADDRESSES INQUIRE \$78.00 AVERAGE

GENDER: 85% MALE  
 CAN SELECT

THESE LURES OFFER SERIOUS FISHERMEN THE ULTIMATE  
 IN HIGH-TECH ANGLING EQUIPMENT. ELECTRONIC LURES IS  
 THE ORIGINAL LEADER AND INNOVATOR IN THE CONCEPT OF  
 ELECTRONIC SOUND AND LIGHT TO ATTRACT AND CATCH  
 FISH.

ADDRESSING:  
 SEE SELECTIONS

KEYING: \$2.00/M

THROUGH SCIENTIFIC AND PRACTICAL RESEARCH,  
 ELECTRONIC LURES USES STATE-OF-THE-ART TECHNOLOGY TO  
 CATCH MORE FISH EVERY TIME.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THESE AVID FISHERMEN HAVE PURCHASED FISHING  
 PRODUCTS FROM CATALOGS AND INFOMERCIAL OFFERS  
 AIRING ON ESPN, USA NETWORK, COX CABLE AND OFFERED  
 IN OVER 100 RETAIL MARKETS.

THRU: MAY 24  
 NEXT: DECEMBER 24

CATALOG PRODUCTS OFFERED INCLUDE SHAKESPEAR RODS &  
 REELS, TRU-TURN HOOKS AND ACCESSORIES, FISH SEEKER  
 PRODUCTS AND THE ORIGINAL LINE OF ELECTRONIC FISHING  
 LURES.

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: CATALOG, INFOMERCIAL BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHICS - INQUIRE	\$10.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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