

**ACTIVE OHIO HUNTERS & FISHERMEN**

|         |                          |   |           |                  |
|---------|--------------------------|---|-----------|------------------|
| 254,430 | 12 MONTH HUNTERS         |   | \$80.00/M |                  |
| 218,297 | 12 MO. RESIDENT HUNTERS  | + | \$10.00/M |                  |
| 36,124  | 12 MO. NON-RESIDENT HUNT | + | \$10.00/M |                  |
| 218,835 | 12 MO. DEER HUNTING      | + | \$10.00/M | GENDER: 95% MALE |
| 186,603 | 12 MO. RESIDENT DEER     | + | \$10.00/M | CAN SELECT       |
| 33,792  | 12 MO. NON-RESIDENT DEER | + | \$10.00/M |                  |
| 611,607 | 12 MONTH FISHING LICENSE |   | \$80.00/M | ADDRESSING:      |
| 530,724 | 12 MO. RESIDENT FISHING  | + | \$10.00/M | SEE SELECTIONS   |
| 80,883  | 12 MO. NON-RESIDENT FISH | + | \$10.00/M |                  |

EMAIL ADDRESSES - INQUIRE

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED A LICENSE TO HUNT OR FISH IN THE STATE OF OHIO. THEY PURCHASE MANY ITEMS TO MAKE THEIR HUNTING OR FISHING OUTINGS A SUCCESS SUCH AS SUV'S, TRUCKS, ATV'S, TACKLE, RIFLES, SHOTGUNS, PISTOLS, AMMUNITION, ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES, BOATS AND MOTORS, OUTERWEAR, CAMOUFLAGE CLOTHING, DEER STANDS AND FEEDERS, GPS UNITS AND DECOYS. HUNTERS IN OHIO PURSUE DEER, WILD TURKEY, DUCKS, GEESE, PHEASANT, QUAIL AND DOVE. FISHERMEN PURSUE A VARIETY OF WARM WATER FISH IN LAKES AND LOWLAND RIVERS IN THE SUMMER MONTHS AND NEED RODS, REELS, LURES, BAITS, LINE, DEPTH FINDERS AND BOATS.

KEYING:  
MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED  
THRU: MARCH 22  
NEXT: OCTOBER 22

THE TRULY PASSIONATE SPORTSMEN AND WOMEN PURCHASE A COMBINATION LICENSE THAT ENTITLES THEM TO FISH AND HUNT. THEY ARE ACTIVE ALL YEAR LONG AND PURCHASE SPECIALTY OUTDOOR GEAR FOR BOTH SPORTS.

MANY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND MAKE CONTRIBUTIONS AS MEMBERS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS.

THESE ACTIVE OUTDOOR PEOPLE HOLD THE TRADITIONAL AMERICAN VALUES OF FREEDOM AND SELF DETERMINATION. THEY TREASURE THEIR SECOND AMENDMENT CIVIL RIGHTS AND OFTEN FAVOR SMALLER GOVERNMENT. THEY ARE ON THE CONSERVATIVE SIDE OF THE POLITICAL SPECTRUM AND DONATE TO POLITICAL CAMPAIGNS THAT SUPPORT THEIR HOBBIES AND INTERESTS.

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

**CONTINUED ON NEXT PAGE**

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**ACTIVE OHIO HUNTERS & FISHERMEN (CONTINUED)**

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 \$100 CANCELLATION FEE.

SOURCE: STATE LICENSE BUYER

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$5.00/M  |
| GENDER                      | \$5.00/M  |
| PHONE NUMBERS               | \$25.00/M |
| AGE                         | \$5.00/M  |
| FTP                         | \$75.00   |
| EMAIL                       | \$60.00   |

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