

AMERICAN FARMERS

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| 620,779 ACTIVE FARMERS | \$70.00/M |
| 6 MONTH HOTLINE | +\$5.00/M |
| 3 MONTH HOTLINE | +\$10.00/M |
| 1 MONTH HOTLINE | +\$15.00/M |
| EMAIL ADDRESSES | INQUIRE |

THESE AMERICAN FARMERS ARE OWNERS AND OPERATORS OF FARM AND RANCH OPERATIONS ACROSS THE UNITED STATES. ALL OF THESE FARMERS OPERATE FARMS WITH ACREAGE BETWEEN 200 AND 500 ACRES. THESE ARE MOSTLY FAMILY OWNED OPERATIONS. THESE FARMERS ARE INTERESTED IN THE ECONOMIC OUTLOOK, CROP AND LIVESTOCK, FARM MACHINERY AND RURAL FAMILY LIVING.

GENDER: MOSTLY
MALE

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

THESE SERIOUS FARMERS ARE MARRIED AND MOST OWN THEIR FARM AND HOME. THESE FARMERS ARE THE "MAINSTREAM" MIDDLE AMERICAN TYPE FARMERS AND WILL RESPOND TO OFFERS OF QUALITY, AFFORDABLE MERCHANDISE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

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.

UPDATED MONTHLY

SOURCE: 100% DIRECT MAIL RESPONDERS, DEPT. OF AGRICULTURE, FARM SUBSIDY PROGRAMS

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| CROP, ACRES, LIVESTOCK | \$15.00/M |
| CERTIFIED ORGANIC | \$15.00/M |
| AGE | \$15.00/M |
| INCOME | \$15.00/M |
| DONORS | \$15.00/M |
| PHONE NUMBERS | \$30.00/M |
| EMAIL DELIVERY | \$75.00 |
| FTP DELIVERY | \$100.00 |

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