

**CALIFORNIA FARMERS**

68,599 ACTIVE FARMERS \$80.00/M  
 EMAIL ADDRESSES INQUIRE

THESE FARMERS FROM THE GOLD RUSH STATE ARE INTERESTED IN INFORMATION CONCERNING MARKETABLE COMMODITIES, IRRIGATION, EROSION CONTROL, THE ENVIRONMENT AND THE FUTURE OF FARMING IN WESTERN AMERICA.

GENDER: 90% MALE  
 CAN SELECT

ADDRESSING:  
 SEE SELECTIONS

THE TYPICAL CALIFORNIA FARMER IS MARRIED, MALE WITH AN AVERAGE AGE OF 42 AND AN INCOME IN THE 60'S. THESE ACTIVE OUTDOORSMEN USE THEIR PERSONAL COMPUTERS DAILY. THEY PURCHASE QUALITY TOOLS AND HARDWARE SUPPLIES FOR THEIR FARM OR RANCH.

KEYING: \$2.00/M

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

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

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