

**CANADIAN FARMS & RANCHES MDM**

74,225	FARMS & RANCHES		\$300.00/M	
61,779	CROP FARMERS	ADD	\$15.00/M	
39,887	CATTLE RANCHERS	ADD	\$15.00/M	
18,676	HOG FARMERS	ADD	\$15.00/M	GENDER: MOSTLY MALE

THIS UNIQUE DATABASE INCLUDES VIRTUALLY EVERY FARM AND RANCH IN CANADA.

ADDRESSING: SEE SELECTIONS

THESE FARMERS, RANCHERS AND AGRI-BUSINESSMEN RELY ON THE TECHNOLOGY OF TODAY TO KEEP THEM INFORMED OF THE LATEST DEVELOPMENTS IN AGRI-BUSINESS AND ACCOUNTING INFORMATION, WIRELESS COMMUNICATIONS, GOVERNMENT AND WEATHER RELATED ISSUES AFFECTING THEIR LIVELIHOODS AS WELL AS INSURANCE RELATED INFORMATION.

KEYING: \$2.00/M

MINIMUM ORDER: 5,000

THESE FARMERS AND RANCHERS ARE ALWAYS INTERESTED IN OFFERS RELATING TO VETERINARY CARE, AUTOMOTIVE AND TRACTOR SUPPLIES, SEED/FERTILIZERS, MAINTENANCE EQUIPMENT, BARN AND OUTDOOR BUILDING EQUIPMENT AS WELL AS RUGGED APPAREL AND OTHER PRODUCTS PERTINENT TO THEIR RURAL FAMILY LIFESTYLES. MANY ENJOY HUNTING AND FISHING EITHER ON THEIR OWN LAND OR OTHER PARTS OF THE COUNTRY.

SAMPLE REQUIRED

UPDATED ONLINE

CROP/LIVESTOCK SELECTIONS AT \$15/M INCLUDE:

## CULTIVATED ACRES

ALFALFA	CORN
BARLEY	CANOLA
WHEAT	SOYBEAN
ALL CATTLE	DAIRY CATTLE
BEEF CATTLE	FED CATTLE
HOGS/SOWS	

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 \$100.00 CANCELLATION FEE.

SOURCE: SUBSCRIBERS, FARM ROSTERS, REGISTRATIONS  
ONLINE PURCHASES, DIRECT MAIL, SURVEYS

SELECTIONS: PROVINCE, FSA, POSTAL CODE	\$10.00/M
CROP SELECT	\$15.00/M
LIVESTOCK SELECT	\$15.00/M
ACREAGE	\$15.00/M
TELEPHONES	\$125.00/M
SPECIAL KEY CODING	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

BOUMATIC	POLARIS AG	VANTAGE CANADA
FORWARD GROUP	PROSPECTS INFLUENTIAL	
LOGIT GROUP	SEVITA INTERNATIONAL	

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