

ELECTRONIC FISHING LURES

41,876 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: NOVEMBER 19
 NEXT: JUNE 20

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

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

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com