

**ILLINOIS FARMERS**

68,112 ACTIVE FARMERS \$75.00/M  
 EMAIL ADDRESSES INQUIRE

FARMERS AND RANCHERS IN ILLINOIS ARE INTERESTED IN ALL ASPECTS OF AGRICULTURAL NEWS AND INFORMATION CONCERNING RURAL LIFE INCLUDING PLANTING AND HARVEST NEWS, LIVESTOCK PRODUCTION, GOVERNMENT AND ECONOMIC ISSUES FACING FARMERS TODAY.

GENDER: MOSTLY MALE  
 ADDRESSING: SEE SELECTIONS

THESE AGRICULTURALISTS OWN AND OPERATE THEIR FARMS AND RANCHES. THESE CONSUMERS LIVE IN SMALL COUNTRY TOWNS AND RURAL AREAS. THEY NEED QUALITY MERCHANDISE AND SERVICES GEARED TOWARDS THEIR RURAL LIFESTYLES.

KEYING: \$2.00/M  
 MINIMUM ORDER: 5,000

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.

SAMPLE REQUIRED  
 UPDATED MONTHLY

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE	\$15.00/M
INCOME	\$15.00/M
DONORS	\$15.00/M
CROP/HERDS	\$15.00/M
PHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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