

**NEBRASKA FARMERS**

48,119 ACTIVE FARMERS \$75.00/M  
 EMAIL ADDRESSES INQUIRE

THESE MID-WESTERN FARMERS AND RANCHERS HAVE AN AVID INTEREST IN CURRENT MARKET TRENDS, COMMODITY MARKETS, FARM REGULATION, CROP REPORTS AND LIVESTOCK PRODUCTION.

GENDER: MOSTLY  
 MALE

ADDRESSING:  
 SEE SELECTIONS

A RURAL RESIDENT, MOST MARRIED MEN WITH AN AVERAGE AGE OF 42 AND MOST OWN AND OPERATE THEIR OWN FARM OR RANCH. THESE CONSUMERS ARE INTERESTED IN QUALITY PRODUCTS FOR THE FARM AND HOME - INCLUDING TOOLS, ACCESSORY PARTS, OUTDOOR GARDENING EQUIPMENT, OUTDOOR CLOTHING AND INSURANCE.

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 RESPONDER, DEPT. OF AGRICULTURE, FARM SUBSIDY PROGRAMS

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

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