

**OHIO SPORTSMEN**

502,912	12 MONTH SPORTSMEN		\$55.00/M	UNIT OF SALE:
67,747	DEER HUNTERS	ADD	\$10.00/M	\$55.00 AVERAGE
129,133	SENIOR HUNTERS	ADD	\$10.00/M	
34,478	WATERFOWL/DUCK	ADD	\$10.00/M	GENDER: 90% MALE
322,118	FISHERMAN		\$55.00/M	CAN SELECT
219,745	CAMPING		\$55.00/M	
	6 MONTH HOTLINE	ADD	\$10.00/M	ADDRESSING:
	3 MONTH HOTLINE	ADD	\$15.00/M	SEE SELECTIONS
	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		
	NON-PROFIT MAILERS		\$45.00/M	KEYING: \$2.00/M

SPENDING HUNDREDS OF DOLLARS ANNUALLY, THESE AVID SPORTSMEN REPRESENT OHIO'S FINEST OUTDOORSMEN. SPECIALIZING IN THEIR PARTICULAR TYPE OF ACTIVITY, THEY SPEND THEIR TIME AND MONEY ON EQUIPMENT, GUNS, APPAREL, LICENSES, LOCAL AND NATIONAL CONSERVATION PROJECTS AND MEMBERSHIPS. THE DEER HUNTERS ON THIS LIST HAVE ACTUALLY PURCHASES A "TWO DEER" TAG WHICH PROVES THEIR DEDICATION TO THE OUTDOORS AND THEIR SPORTING ACTIVITIES.

MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED  
UPDATED MONTHLY

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: LICENSED SPORTSMEN/ PRODUCT BUYERS/  
SUBSCRIBERS

SELECTIONS:	HUNT/ FISH TYPE	\$10.00/M
	PHONE NUMBERS	\$30.00/M
	MAIL ORDER BUYERS	\$15.00/M
	SUBSCRIBERS	\$15.00/M
	AGE	\$10.00/M
	INCOME	\$10.00/M
	RADIUS MAPPING	\$6.00/M
	GENDER	\$6.00/M
	STATE	\$6.00/M
	SCF	\$6.00/M
	ZIP	\$6.00/M
	DONORS / CONTRIBUTORS	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

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