

PAWS ID PET TAG BUYERS

154,096	12 MONTH TAG BUYERS		\$75.00/M	UNIT OF SALE:
78,837	6 MONTH HOTLINE	Add	\$10.00/M	\$10.00 AVERAGE
41,419	3 MONTH HOTLINE	Add	\$15.00/M	

THESE BUYERS HAVE PURCHASED THE NATIONALLY
RECOGNIZED PAWS ID TAG FOR THEIR PET TO KEEP THEM
SAFE AND PROTECTED FROM GETTING LOST.

GENDER: 60% FEMALE
CAN SELECT

WITH AN AVERAGE INCOME OF \$62,000 AND AN AVERAGE
AGE OF 50, THESE PET OWNERS ALSO HAVE INTERESTS
IN PENS, BEDS, DIETARY SUPPLEMENTS, BOOKS AND VIDEOS
ON TRAINING, BREEDING AND GROOMING, VETERINARY
SUPPLIES FOR TREATING HEALTH ISSUES AS WELL AS
TREATS AND TRAVEL ACCESSORIES FOR THEIR PETS WHO ARE
TRULY "PART OF THE FAMILY".

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

SAMPLE REQUIRED

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.

THRU: FEBRUARY 26
NEXT: SEPTEMBER 26

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: FSI'S, INTERNET BUYERS, POP

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$10.00/M
DEMOGRAPHICS	\$10.00/M
DOG/CAT OWNERS	\$10.00/M
MAIL ORDER RESPONDERS	\$15.00/M
EMAIL DELIVERY	\$75.00
FTP DELIVERY	\$100.00
ZIP TAPE SET UP FEE	\$50.00

** USAGE **

ALLEY CAT RESCUE	MARYLAND SPCA	SPRINGTIME, INC
BEST FRIENDS ANIMAL SOC	NEWPORT ONE HUMANE SOC	THE SEEING EYE
CAT CARE SOCIETY	PAWS OF HONOR	
IN DEFENSE OF ANIMALS	PREMIER EVENTS/PET	

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com