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|---------|----------------------------|---------|-----------|------------------|
| 556,978 | 12 MONTH SPORTSMEN | | \$55.00/M | |
| 38,176 | 12 MONTH WATERFOWL | | \$60.00/M | |
| 54,511 | 12 MONTH TURKEY HUNTERS | | \$60.00/M | |
| 50,087 | 12 MONTH ARCHERY/BOW | | \$60.00/M | GENDER: 90% MALE |
| 416,502 | 12 MONTH FISHING | | \$60.00/M | CAN SELECT |
| 216,125 | 12 MONTH BOATING | | \$60.00/M | |
| 142,351 | 12 MONTH CAMPING | | \$60.00/M | ADDRESSING: |
| 59,122 | 12 MONTH UPLAND BIRD/QUAIL | | \$60.00/M | SEE SELECTIONS |
| 71,648 | 12 MONTH DEER HUNTERS | | \$60.00/M | |
| | 6 MONTH HOTLINE | ADD | \$10.00/M | |
| | 3 MONTH HOTLINE | ADD | \$15.00/M | |
| | 1 MONTH HOTLINE | ADD | \$20.00/M | |
| | EMAIL ADDRESSES | INQUIRE | | KEYING: \$2.00/M |
| | NON-PROFIT RATE | | \$50.00/M | |

OUTDOOR SPORTSMEN INTERESTED IN ALL ASPECTS OF THE GREAT OUTDOORS INCLUDING; HUNTING, FISHING, CAMPING, HIKING, RV TRAVELING, GUN SPORTS AND MUCH MORE.

MINIMUM ORDER:
5,000
SAMPLE REQUIRED

THIS IS AN UNDUPLICATED DATABASE OF OUTDOOR NAMES IN THE TEXAS REGION FROM SUCH SOURCES AS THE LICENSED HUNTING, FISHING AND BOAT OWNERS FILES COMBINED WITH SEVERAL PAID AND CONTROLLED CIRCULATION PUBLICATIONS. THE DATABASE ALSO CONTAINS NAMES FROM CONSUMER REBATE AND WARRANTY CARD SOURCES SUCH AS GUN MANUFACTURERS AND OUTDOOR PRODUCT REBATE OFFERS. UPDATED MONTHLY

THESE AVID SPORTSMEN ARE PRIME PROSPECTS FOR MANY DIRECT MAIL OFFERS INCLUDING CATALOGS, MAGAZINES, INSURANCE, TRAVEL CLUBS, CONSERVATION EFFORTS AND OTHER OUTDOOR ORIENTED OFFERS.

CATEGORY SELECTS:

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|-------------------|------------------------------|
| HUNTING (BY TYPE) | BOATING (BY SIZE/HORSEPOWER) |
| FISHING | CAMPING |
| | SUBSCRIBERS |
| | GUN OWNERS |

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: MAGAZINES, LICENSEES, REBATES AND REGISTRATIONS

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| AGE, INCOME, CREDIT CARD | \$10.00/M |
| MAIL ORDER RESPONDER | \$15.00/M |
| PHONE NUMBERS | \$30.00/M |
| DONORS CONTRIBUTORS | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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