

VIRGINIA GAME & FISH

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|---------|------------------|---------|-----------|------------------|
| 275,139 | 12 MONTH FISHING | | \$65.00/M | |
| 168,174 | 12 MONTH HUNTING | | \$65.00/M | GENDER: 85% MALE |
| | 6 MONTH HOTLINE | ADD | \$15.00/M | |
| | 3 MONTH HOTLINE | ADD | \$20.00/M | |
| | 1 MONTH HOTLINE | ADD | \$25.00/M | |
| | EMAIL ADDRESSES | INQUIRE | | CAN SELECT |

THESE VIRGINIA SPORTSMEN ARE PRIVILEGED TO BE HUNTING AND FISHING IN ONE OF THE MOST BEAUTIFUL AND BOUNTIFUL STATES IN AMERICA.

ADDRESSING:
SEE SELECTIONS

FROM THE BIG GAME OF THE APPALACHIANS TO THE UPLAND BIRDS AND WATERFOWL OF CENTRAL VIRGINIA TO THE FRESHWATER AND SALTWATER FISHERMEN OF THE CHESAPEAKE BAY, THESE SPORTSMEN SPEND THEIR LEISURE TIME IN THE GREAT OUTDOORS.

KEYING: \$3.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

ADDITIONAL SELECTS AT \$10.00/M INCLUDE:

UPDATED MONTHLY

MAIL ORDER BUYERS
MAGAZINE SUBSCRIBERS
DONORS/CONTRIBUTORS

ALL ORDERS CANCELLED AFTER MAILDATE 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, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GUN OWNERS | \$6.00/M |
| GENDER | \$6.00/M |
| TELEPHONE NUMBERS | \$30.00/M |
| CREDIT CARD BY TYPE | \$20.00/M |
| AGE OR INCOME | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com