

**ACTIVE MISSOURI HUNTERS AND ANGLERS**

347,401	12 MONTH HUNTING LICENSE	\$85.00/M	
586,181	12 MONTH FISHING LICENSE	\$85.00/M	
263,878	12 MONTH DEER HUNTING	\$85.00/M	
68,222	12 MONTH BIRD HUNTING	\$85.00/M	GENDER: 85% MALE
163,277	12 MONTH TURKEY HUNTING	\$85.00/M	CAN SELECT
53,763	12 MO. NON-RESIDENT HUNTING	\$85.00/M	
35,028	12 MO. NON-RESIDENT DEER	\$85.00/M	
20,345	12 MO. NON-RESIDENT BIRD	\$85.00/M	ADDRESSING:

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED  
A LICENSE TO HUNT OR FISH IN THE STATE OF MISSOURI.

NON-RESIDENT LICENSE BUYERS ENJOY HIGHER INCOME  
LEVELS AND SPEND THOUSANDS OF DOLLARS PER YEAR TO  
ENJOY THEIR HOBBY. THESE HUNTERS AND ANGLERS  
PURCHASE MANY ITEMS TO MAKE THEIR HUNTING OR FISHING  
OUTINGS SUCCESSFUL SUCH AS SUV'S, TRUCKS, ATV'S,  
TACKLE, RIFLES, SHOTGUNS, PISTOLS, AMMUNITION,  
ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES,  
BOATS AND MOTORS, OUTERWEAR, CAMOUFLAGE APPAREL,  
DEER STANDS AND FEEDERS, GPS UNITS AND DECOYS.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: DECEMBER 24  
NEXT: JULY 25

THEY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND MAKE  
CONTRIBUTIONS AS MEMBERS OF HUNTING AND WILDLIFE  
CONSERVATION ORGANIZATIONS.

HUNTERS IN MISSOURI PURSUE WHITETAIL DEER, WILD  
TURKEY, DUCKS, GEESE, PHEASANT, QUAIL AND DOVE.

FISHERMAN PURSUE A VARIETY OF WARM WATER FISH IN  
THE LAKES AND LOWLAND RIVERS AND CAST FOR TROUT  
IN THE STREAMS OF THE OZARKS. THEY PURCHASE FISHING  
RODS, REELS, LURES, BAIT, DEPTHFINDERS, BOATS,  
MOTORS AND TRAILERS.

THESE ACTIVE OUTDOOR PEOPLE HOLD THE TRADITIONAL  
AMERICAN VALUES OF FREEDOM AND SELF DETERMINATION.  
THEY TREASURE THEIR SECOND AMENDMENT CIVIL RIGHTS  
AND OFTEN FAVOR SMALLER GOVERNMENT. THEY ARE ON THE  
CONSERVATIVE SIDE OF THE POLITICAL SPECTRUM AND  
DONATE TO POLITICAL CAMPAIGNS THAT SUPPORT THEIR  
HOBBIES AND INTERESTS.

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**ACTIVE MISSOURI HUNTERS AND ANGLERS (Con't)**

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 \$100.00 CANCELLATION FEE.

SOURCE: COMPILED STATE LICENSE HOLDERS

SELECTIONS:	STATE, SCF, ZIP	\$5.00/M
	LICENSE TYPE	\$10.00/M
	C & D COUNTIES	\$5.00/M
	GENDER	\$5.00/M
	AGE	\$10.00/M
	EMAIL	\$60.00
	FTP	\$75.00

\*\*\*USAGE\*\*\*

NRA SPORTSMENS ALLIANCE

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