

CHIEF RIVER NURSERY

30,070	TOTAL UNIVERSE	\$100.00/M	UNIT OF SALE:
13,016	12 MONTH BUYERS	\$100.00/M	\$159.00 AVERAGE
6,244	12 MONTH REQUESTORS	\$90.00/M	

CHIEF RIVER NURSERY COMPANY CONTINUES TO PROVIDE THE BEST BARE ROOT STOCK AVAILABLE FOR TREES THAT INCLUDE SPRUCE, FIRS, PINES, BIRCH, DOGWOOD, MAPLE, WALNUT, WILLOWS AND OTHER HARDWOODS PLUS A WIDE VARIETY OF FRUIT TREES INCLUDING APPLE, PEACH, PLUM AND CHERRY.

GENDER: 68% MALE
CAN SELECT
ADDRESSING:
FTP
EMAIL

THESE FOLKS RANGE FROM A TYPICAL SUBURBAN HOMEOWNER WHO MAY WANT TO PLANT A COUPLE OF FRUIT TREES IN THEIR BACKYARD TO BEAUTIFY THEIR SURROUNDINGS WITH QUALITY TREES, SEEDLINGS, SAPLINGS, SHRUBS AND FLOWERS TO FARMERS WITH SMALL TO LARGE ACREAGES THAT WANT TO IMPROVE THEIR LAND FOR DEVELOPMENT, HUNTING OR WILDLIFE HABITAT AND MAY NEED A FEW HUNDRED TO A FEW THOUSAND TREES AND SHRUBS. MANY ARE ALSO LARGE CHRISTMAS TREE FARMING OPERATIONS, COUNTIES RESELLING TREES TO THEIR RESIDENTS, FORESTRY COMPANIES, NON-PROFITS AND STATE AND U.S. FOREST DISTRICT PLANTING PROJECTS WHICH MAY REQUIRE TENS OF THOUSANDS OF TREES OR MORE.

KEYING: \$2.00/M
MINIMUM ORDER:
5,000
SAMPLE REQUIRED
THRU: SEPTEMBER 21
NEXT: JUNE 22

THESE BUYERS ALSO ENJOY GARDENING, WILDLIFE CONSERVATION, HUNTING, FISHING AND HIKING. THEY BELIEVE IN PROTECTING THE ENVIRONMENT AND WOODLANDS FOR FUTURE GENERATIONS.

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

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: DIRECT MAIL SOLD

SELECTIONS:	STATE, SCF, ZIP	\$5.00/M
	GENDER	\$5.00/M
	EMAIL	\$60.00
	FTP	\$75.00

** USAGE **

AMERICAN HORT. SOC . FORESTRY SUPPLIERS
ARBOR DAY FOUNDATION

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