

**NEBRASKA OUTDOOR MEN & WOMEN**

310,867	TOTAL		\$75.00/M	
256,394	HUNTING LICENSE	+	\$10.00/M	
247,786	FISHING LICENSE	+	\$10.00/M	
110,511	DEER HUNTING LICENE	+	\$10.00/M	GENDER: 85% MALE
83,698	UPLAND BIRD LICENSE	+	\$10.00/M	CAN SELECT
50,722	NON-RESIDENT LICENSE	+	\$10.00/M	

THESE OUTDOOR MEN AND WOMEN HAVE PURCHASED A LICENSE TO HUNT OR FISH IN NEBRASKA.

ADDRESSING:  
EMAIL  
FTP

THE HUNTERS PURSUE DEER, ANTELOPE, ELK, WATERFOWL, PHEASANT, GROUSE, QUAIL, TURKEY AND OTHER BIRDS AND SMALL GAME. WHETHER THEY ARE GUN HUNTING OR BOW HUNTING, THEY REQUIRE SPECIAL CAMOUFLAGE APPAREL, FIREARMS AND AMMUNITION, ARCHERY EQUIPMENT, DEER STANDS AND OTHER SPECIALIZED GEAR SPECIFIC TO THE SPECIES THEY ARE HUNTING.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THERE ARE A VARIETY OF FRESHWATER SPECIES AVAILABLE FOR THE ANGLERS. THEY PURCHASE SPECIAL APPAREL, BOATS AND MOTORS, RODS, REELS, BAIT, TACKLE AND EQUIPMENT.

THRU: DECEMBER 21  
NEXT: JULY 22

RESIDENT AND NON-RESIDENT LICENSE HOLDERS ARE AVAILABLE ON THIS FILE. NON-RESIDENT LICENSE BUYERS OFTEN ENJOY HIGHER INCOME LEVELS AND WILL SPEND THOUSANDS OF DOLLARS PER YEAR TO ENJOY THEIR HOBBY. THEY ALSO SPEND ADDITIONAL INCOME TO INSURE AN OUTING SUCCESS BY PURCHASING CAMPING AND COOKING GEAR, SUV'S, TRUCKS, ATV'S AND GPS EQUIPMENT TO CHASE THAT TROPHY MOUNT.

THEY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND ARE MEMBERS AND DONORS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS THAT SUPPORT THEIR INTERESTS AND INSURE PROPER MANAGEMENT OF THE SPECIES AND ENVIRONMENT FOR YEARS TO COME.

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.

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**NEBRASKA OUTDOOR MEN & WOMEN (CONTINUED)**

SOURCE: STATE LICENSE BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
LICENSE TYPE	\$10.00/M
AGE OR INCOME	\$7.00/M
LIFESTYLE DEMOGRAPHICS	\$10.00/M
EMAIL OR FTP	\$60.00

LIST MANAGER CONTACT: [Scott@midwestdm.com](mailto:Scott@midwestdm.com)