

## DELTA WATERFOWL

41,599 ACTIVE MEMBERS

\$100.00/M

UNIT OF SALE:  
\$30.00 AVERAGE

DELTA WATERFOWL IS THE DUCK HUNTERS ORGANIZATION, A LEADING CONSERVATION GROUP THAT WORKS TO PRODUCE DUCKS THROUGH INTENSIVE MANAGEMENT PROGRAMS, CONSERVE BREEDING DUCK HABITAT, ENHANCE DUCK HUNTING OPPORTUNITIES AND ENSURE THE CONTINUING TRADITION OF WATERFOWL HUNTING IN NORTH AMERICA.

GENDER: 75% MALE  
CAN NOT SELECTADDRESSING:  
EMAIL  
FTP

THE DUCK HUNTERS ORGANIZATION SERVES THE NEEDS OF DUCKS AND DUCK HUNTERS ALIKE. THEY HAVE DEVELOPED SEVERAL KEY PROGRAMS INCLUDING PREDATOR MANAGEMENT, HEN HOUSES, WORKING WETLANDS AND FIRST HUNT. AS 90% OF DUCK PRODUCTION OCCURS ON PRIVATE LAND, THEY WORK WITH FARMERS, RANCHERS AND THE ENTIRE AGRICULTURAL AND COSERVATION COMMUNITIES TO CONSERVE CRITICAL DUCK-PRODUCING PONDS, SMALL WETLANDS AND UPLAND NESTING COVER.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THESE MEMBERS SPEND THEIR DISCRETIONARY INCOME ON SPECIALIZED GEAR NEEDED FOR WETLAND HUNTING INCLUDING GAME CALLS, WATERPROOF CLOTHING AND HUNTING APPAREL, GUNS, AMMUNITION, DUCK BLINDS, DECOYS, CAMOUFLAGE BOATS, ALL-TERRAIN VEHICLES, AND HUNTING LICENSES FOR THEIR HOME STATE AND OTHER STATES THAT HOUSE THEIR FAVORITE HUNTING SPOTS. MANY PURCHASE DOG BREEDS SPECIFIC TO WATERFOWL HUNTING AND SPEND THOUSANDS OF DOLLARS ON VETERINARY CARE, TRAINING, BREEDING, HOUSING AND CARE FOR THEIR VALUED HUNTING PARTNERS.

THRU: FEBRUARY 24  
NEXT: SEPTEMBER 24

THESE ACTIVE OUTDOORSMEN ARE AVID HUNTERS THAT ENJOY UNLIMITED RECREATION AND OUTDOOR LEISURE ACTIVITIES FOR THEMSELVES, THEIR FAMILIES AND FRIENDS, WHILE MAINTAINING A STRONG FOCUS ON ENVIRONMENTAL ISSUES. MANY DONATE TO LOCAL, STATE AND NATIONAL ORGANIZATIONS THAT WORK TO ENSURE PROPER LAND MANAGEMENT, HABITAT SURVIVAL AND GAME PROPAGATION. THEY ALSO SUBSCRIBE TO STATE WILDLIFE AND RECREATION MAGAZINES AND PURCHASE VIDEOS TO LEARN ABOUT THE LATEST TECHNIQUES, NEW REGULATIONS, TRAINING AND CARE FOR THEIR HUNTING DOGS, INFORMATION ON WILDLIFE AND HUNTING HOT SPOTS.

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**Midwest Direct Marketing, Inc.**

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DELTA WATERFOWL (CONTINUED)

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: MEMBERSHIP

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
EMAIL	\$60.00
FTP	\$75.00

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