

HUNTING LICENSE HOLDERS

\$75/M
MIN. \$400

#605-X0752-04-R

8,239,990 *Hunting License Holders*
3,075,970 *With Phones - \$20/M Additional*

A NEWLY UPDATED database! These hunters are involved with an assortment of outdoors activities and outdoor sports. They are *excellent* prospects for tents, camping supplies, clothing, and a variety of outdoors paraphernalia.

SELECTIONS AVAILABLE – add'l costs as shown

- ✓ **License Type — \$15/M**
- ✓ **Multi-License Holders — \$5/M**
- ✓ **Out-of-State License Holders — \$10/M**
- ✓ **Household Demographics**
 - Mail Order Buyers — \$12.50/M
 - Marital Status — \$5/M
 - Age — \$10/M
 - Home Value — \$15/M
 - Credit Card — \$10/M
 - Occupation — \$5/M
 - Dwelling Type — \$5/M
 - Donors — \$10/M
 - Gender — \$5/M
 - Children in Hsld — \$5/M
 - Net Worth — \$20/M
 - Catalog Buyers — \$15/M
 - Income — \$10/M
 - Home Owners/Renters — \$5/M
 - Length of Res — \$5/M
 - Pet Owners - \$5/M
 - SUV/Pickup/Van Owners — \$20/M

ALSO AVAILABLE

- ✓ **7,116,241** *Fishing License Holders – see separate data card*
- ✓ **1,733,629** *Hunting License Holders who are also Boat Owners — \$25/M*
- ✓ **3,380,444** *Hunting License Holders who also have Fishing Licenses — \$25/M*

FW

Zip Sequence
4-up Cheshire

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Geography - \$5/M
Prizm - \$10/M
Microvision - \$10/M

Keying - \$3/M

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P-S Labels - \$10/M

Cartridge - \$30
Disk/Email/CD/FTP - \$50/L

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Phones - \$25/M

**SAMPLE MAILING
PIECE REQUIRED**

HUNTING LICENSE HOLDERS

69,731 AL	636,227 FL	74,130 LA	48,739 NE	920,893 OH	336,598 TX
132,985 AK	107,873 GA	109,387 ME	78,724 NV	26,995 OK	218,706 UT
89,290 AZ	4,324 HI	17,549 MD	51,613 NH	404,343 OR	10,681 VT
33,187 AR	35,258 ID	33,365 MA	77,948 NJ	90,540 PA	155,834 VA
146,733 CA	286,801 IL	88,743 MI	52,914 NM	4,678 RI	97,059 WA
50,157 CO	52,118 IN	402,784 MN	69,104 NY	85,090 SC	23,511 WV
44,854 CT	142,082 IA	297,753 MS	583,071 NC	12,153 SD	652,318 WI
10,456 DE	4,394 KS	620,429 MO	82,580 ND	209,504 TN	13,285 WY
854 DC	36,287 KY	137,673 MT			

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