

# Today's Farmers & Ranchers Who Give

531,849  
30,620

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline

\$95.00/M  
+\$10.00/M

## LIST TYPE

Consumer



## Description:

These Farmers & Ranchers help protect the planet, save the animals, help those in need and support organizations and causes they believe in by making charitable contributions. Whether they are farmers growing grains and produce and/or ranchers raising livestock this file of donors is a must test. And whether they own the farm or are just operating one these decision makers make excellent prospects for fundraising appeals, insurance, financial services, subscriptions, catalog/retail/online shopping as well as for travel and entertainment and more.

**Donors by Type:**      **+\$7.50/M each**

Animal  
Children  
Environmental  
Health  
Political  
Religious

## SELECTS

Acreage	\$10.00/M
Age	\$6.00/M
Bankcard Holders	\$10.00/M
Crop	\$10.00/M
Donors by Type	\$7.50/M
Environmentally Aware	\$10.00/M
Grandparents	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
Livestock	\$10.00/M
Magazine Subscribers	\$7.50/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Online Shoppers	\$10.00/M
State, Zip, SCF	\$5.00/M
Veterans	\$10.00/M

## Source:

**Government - from Federal Down to County Level, Partnerships with Agricultural Companies and Data Companies and Self-Reported**

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000

## DEMOGRAPHICS

49% Female  
51% Male  
Median Age: 45  
Median Household Income: \$50,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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