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# DIRECT MAIL CARD DECK PROGRAM

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## **Sports Select** o u t d o o r s

**TARGET AUDIENCE:** Active outdoorsmen who have recently purchased through direct mail in the last 3-6 months with interest in:

- hunting & fishing gear
- firearms & archery
- publications & catalogs
- auto & truck accessories
- sporting dog products
- camping & hiking products
- boats & motors
- cutlery

**COVERAGE AREA:** The entire United States.

**MAIL DATES:** January ● April ● July ● September  
500,000 circulation each

**CLOSING DATE:** \_\_\_\_\_

**PRICE:** \$31,995.00 each regular card (3.55" x 5.375")  
\$59,995.00 each jumbo card (5.375" x 7")  
Each price includes printing, postage, packaging and handling.

**INTERNET SITE:** [www.sportsselect.com](http://www.sportsselect.com)

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