



Farm Index

2,310,350 Masterfile
Base Price \$75.00 Per Thousand
 Includes Name, Address, City, State, Zip

Minimum Order: 5,000 Names

The NCMS FarmIndex is a multi-sourced nationwide file for reaching the agricultural market. Now you can reach individual and business owned farm operators, from the small farmer to the large multi-crop farm enterprise. This is a major resource to reach the highly responsive agricultural community. Seekers of quality products, new innovations, and value offers. On-going data hygiene ensures that you will receive the most accurate lists available.

With the current spotlight on the agriculture segment, *FarmIndex* offers mailers the opportunity to reach this highly productive market with the best available data. You can select by both farm and household demographics. The B to B mailer can select by SIC code, number of acres, size of livestock herds, crop and much more. If you are a B to C mailer income, age, lifestyle and more are available.

Selections

| | |
|----------------------|-----------|
| Home Owner Type | \$10.00/M |
| LOR | \$10.00/M |
| Medium Home Value | \$10.00/M |
| Ethnic Code | \$10.00/M |
| Marital Status | \$10.00/M |
| Age | \$10.00/M |
| Income | \$10.00/M |
| Presence of Children | \$15.00/M |
| Phone | \$20.00/M |
| Crop Select | \$20.00/M |
| Livestock | \$20.00/M |
| Acre Select | \$20.00/M |

Other Selections include:

- Crop Segment
- Number of Acres
- Crop by Name
- Type of Livestock
- Number of Head
- Owner vs. Operator

Available Output Formats:

| | | | |
|------------------------|-----------|-------------|-----------|
| Cheshire Labels*(4-up) | \$ 5.00/M | Manuscript* | \$ 8.50/M |
| PS Labels* | \$12.50/M | 4x6 Cards | \$25.00/M |

**Subject to Print Output Minimum . . . \$50 per job*

Output Media:

| | | | |
|---------------------|---------|--------------------|---------|
| Email | \$25.00 | CD-ROM | \$40.00 |
| FTP | \$25.00 | Diskette | \$25.00 |
| Cartridge | \$25.00 | | |

September 2007

