

Stark Bro's Nurseries & Orchards Co.

Since 1816, Stark Bro's Nurseries has provided mail order buyers top quality nursery products including fruit and nut trees, berries, roses, ornamental trees and growing aids. Stark Bro's has established a high level of service among these buyers. Buyers are primarily homeowners, both rural and suburban, married and over 40 years old. The data is based on purchase transactions and history. Stark Bro's Nurseries is a member of the DMA.

Counts

	Base rate:	\$100/M
175,187	24 mo buyers	+ \$10/M
104,760	12 mo buyers	+ \$15/M
62,464	6 mo buyers	+ \$20/M

Updated 10/2/16 - Updated Semi-Annually

Customer Profile

Gender:	62% (M)/ 31% (F)
Avg. Order:	\$65
Mostly Homeowners/Acreage	90% + married
Avg Age:	40+ Small towns/rural

Selections

Gender:	\$10/M	State/SCF/Zip:	\$ 7/M
\$50 +	\$15/M	Run Charges:	\$ 8/M

Rush charge \$100/flat

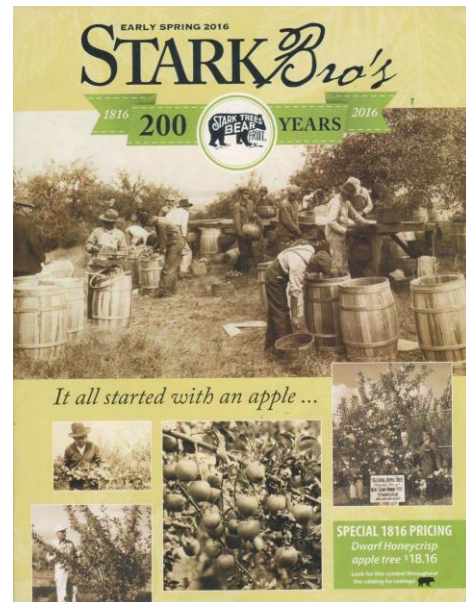
Net Name : 85% net min. guarantee 50,000 minimum

Format Choices:

FTP/E-mail: \$50/Flat

Additional Information

- Minimum order: 5,000 - no deductions below minimum allowed
- 20% commission to recognized brokers.
- A sample mail piece required for approval.
- ****No telemarketing allowed.****
- All orders placed are on reciprocal rental/exchange basis.
- Cancelled orders are subject to a \$100/F cancellation fee plus run charges and shipping. All orders cancelled after the mail date or merge is required to pay in full.
- 72 hours required for order processing after client/ order approval.



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