

# MEISTER DIRECT 2008

## MEISTER DIRECT ACCELERATES YOUR SUCCESS WITH 75 YEARS OF AGRICULTURE MEDIA EXPERIENCE...

Since 1932 Meister Media Worldwide has been a global leader in providing comprehensive coverage of the specialty agriculture markets. Meister's database of growers and allied industry leaders is a valuable resource for your direct marketing and research activities.

Meister Direct provides innovative marketing support programs to its active advertisers from complete direct mail services to database management. We can help you reach key decision makers in all of the markets we serve.

### Ag Retail/Distributor

- CropLife
- Croplife IRON
- Farm Chemicals International

### Cotton

- Cotton Grower

### Horticulture

- American Fruit Grower
- American/Western Vegetable Grower
- Florida Grower
- Greenhouse Grower
- Ornamental Outlook
- Today's Garden Center
- Western Fruit Grower

### Latin American Vegetables

- Productores de Hortalizas Mexico
- Productores de Hortalizas Central America



### Customized Lists Are Within Your Reach

Meister Direct can provide the demographics you need. Your list can be sorted by crop, acreage, title, occupation, etc...and can provide geographic splits by county, state and country. Rates and details are on the reverse of this page.

### Meister e-Direct!

Meister Direct now has e-mail addresses available for your direct marketing projects. We will work with you to get your message to your select audience via e-mail. Rates and details are on the reverse of this page.

### Our Staff is Committed to Your Success

The Meister Direct team, led by our Meister Media Worldwide veteran Judi Widgren, focuses on your marketing objectives. We understand these lucrative markets and can recommend programs and lists that will help you achieve your objectives.

Meister's Audience Subscription Services team plays a key role in your success as well. They concentrate on obtaining and maintaining quality demographic information that ensures Meister's subscriber lists are current and accurate.

## Rates for Meister Direct Mail Lists

The Meister Direct Mail Processing Center can handle customized mail pieces, even those requiring extensive handling. We can merge/purge lists prior to doing a mailing, thus eliminating duplication and providing significant cost savings. In addition, our postal-coding software can generate postal savings through use of ZIP + 4.

|  |            |
|--|------------|
| In-House Direct Mail                   | \$125/M    |
| Minimum Direct Mail charge             | \$300 flat |
| Direct Mail 3 <sup>rd</sup> Party      | \$175/M    |
| Handling fee for 3 <sup>rd</sup> Party | \$100 flat |

## Rates for Meister e-Direct!

Meister Direct works with you to get your message to your select audience via e-mail.

|                         |            |
|-------------------------|------------|
| E-mail                  | \$350/M    |
| Minimum E-mail Test     | \$350 flat |
| E-mail Transmission Fee | \$100 flat |

## Additional Select Fees

|                      |         |
|----------------------|---------|
| Selects (per select) | \$ 25/M |
|----------------------|---------|

Data will be supplied to 3<sup>rd</sup> party mail house via disk or e-mail. We do not release subscriber data directly to clients or agencies. Subscriber e-mails are not released to any party.

## Handling and Process Charges

Handling and postage quotes given once quantity, size and weight are determined. Additional services and pricing available upon request.

## Multiple Use Discounts

We offer multiple use discounts. Please ask us for details.

## Email Projects

Meister Direct will work with you to get your message to your select audience via e-mail. Please ask us for details.

## List Rental for non-advertisers

Contact Scott Perillo with Statistics at 203-778-8700 or by email at [sperillo@statlistics.com](mailto:sperillo@statlistics.com)

## For more information about Meister Direct lists

and services, please contact Judi Widgren,

Meister Direct Manager, at 440-942-2000 ext 126,

or by e-mail at [jcwidgren@meistermedia.com](mailto:jcwidgren@meistermedia.com).

\*Meister Direct reserves the right to refuse any mailing deemed inappropriate for our subscribers or too competitive with business segments of Meister Media Worldwide. Samples of direct mail pieces and email offers must be provided for review prior to final approval of project.