

Luskey's & Ryon's Western Stores

211,809 Buyers & Responders

\$85/M



UPDATED

04/04

Thru : 04/04

Since 1919, Luskey's Western Stores has been a leading name in style, quality and selection for western apparel, hats, boots and accessories.

Luskey's catalog offers the latest styles in western wear, outerwear and accessories for men, women and children, as well as a full line of brand name jeans, boots by famous makers such as Tony Lama, Laredo and Justin, hats by Stetson and Resistol and a complete line of leather accessories.

The catalog also offers an extensive line of quality riding equipment and all the accessories needed for the professional and amateur horse enthusiast.

Buyers and Requestor's are not selectable separately.

Usage:

American Livestock Supply
Arizona Highways Magazine
BMB Tack
Breakthrough Publications
Capital One
Cattle Kate
Country America
Equine Affair
Fancy Publications
Flying Colors Catalog
MBI Inc
National Horse Show Assoc
National Rifle Assoc
Primedia - Horse and Rider

Random House
Smoky Mountain Knife Works
Soda Creek Ind
Sporting Dog Specialties
Sportsman's Guide
Streets of Salado
SW Indian Foundation
Texas Highways Magazine
Time-Life American Indian
Western Lifestyles
Western Styles Magazine
Morris Magazines
American Indian College
Country Supply

PAYMENT TERMS: Payment for all first time mailers is due with the order. All other payments are due 30 days after the initial mail date. No additional orders will be processed if a mailer owes an invoice more than 45 days from the mail date.

NOTE: List owners reserve the right to rent mailers names on a reciprocal basis. ListMart, Inc. believes the information on these lists to be accurate, but cannot guarantee their accuracy or the outcome of any mailings.

CANCELLATION FEES: \$75.00 Flat Fee w / \$ 7.00/M Run Charges

NET NAME: 85% +\$7/M - 50,000

SELECTIONS

SCF	\$7.50/M
State	\$7.50/M
Zip Code	\$7.50/M
Key Code	\$3.00/M
Gender	\$7.50/M

ADDRESS TYPE

95% Home Address

MEDIA

Catalog/Space Ads

UNIT OF SALE

\$95.00 Average Sale

MATERIALS

Cheshire Labels	N/C
PS Labels	\$6.00/M
Cartridge	\$30/F
Diskette	\$75/F
E-Mail	\$75/F
Run Charges	\$7.00/M

MINIMUM ORDER

5,000 Records



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