

TARGET THE OUTDOOR MARKET

With America's Ultimate Shooting Sports Discounter...

Cheaper Than Dirt!
America's Ultimate Shooting Sports Discounter

Featured Product of the Month!
Save \$5

3 HOURS
Low Price for 3 Hours Only

Embossed U.S. Flag Hat
MSRP: \$14.97
SALE: \$9.97

Lake City 223
6800 55109
Penetrator
MSRP: \$119.97
SALE: \$79.97

30-06 Bullet Kalls
100-210 - \$8.97

Ultimate Survival Tool Kit
MSRP: \$89.97
SALE: \$59.97

2008 Blue Stock of Gun Values
BOOK 2008 - \$9.97

Blank Cal Super Sniper
7.62x39 30 Super Sniper
MSRP: \$149.97

S&W® 308
7.62x35mm
MSRP: \$119.97
SALE: \$79.97

S&W® 223 SS109
5.56x45mm
MSRP: \$99.97
SALE: \$69.97

Ball Point Buckshot Holder
Holds 10 Balls
MSRP: \$9.97

3x30mm ACOG Sight
MSRP: \$249.97
SALE: \$199.97

6" Light Sights
MSRP: \$49.97
SALE: \$29.97

Valor® Ranger
3x42 Digital Night Vision
MSRP: \$299.97

Gun Stock
Dura Point Kalls
4" Stock, Lifetime Warranty
MSRP: \$29.97

Valor® 732X29
4" 732 Series
MSRP: \$149.97
SALE: \$99.97

S&W® 39 Carbine
7.62x35mm
MSRP: \$119.97
SALE: \$79.97

Remington® LMC Bore #7
12 Gauge
MSRP: \$119.97
SALE: \$79.97

Remington® 40 SAW
12 Gauge
MSRP: \$119.97
SALE: \$79.97

Federal® Bores
Hydra-Shok
4" 12 Gauge
MSRP: \$149.97
SALE: \$99.97

15 Years
of Service

www.CheaperThanDirt.com
1-800-421-8047

35,483 1 Month Buyers
87,297 3 Month Buyers
157,877 6 Month Buyers
273,615 12 Month Buyers*
412,600 Annual PIP Volume
8,500,000 Annual Blow-In Volume

* Product Selects available - inquire for counts

Cheaper Than Dirt!
America's Ultimate Shooting Sports Discounter

JUST UPDATED!

LLM LIST LOCATORS & MANAGERS, INC.
a Marketshare Group Company

Call 1-800-487-8720 today to learn more!

TARGET THE OUTDOOR MARKET
with
**AMERICA'S ULTIMATE SHOOTING
SPORTS DISCOUNTER**

**Cheaper
Than
Dirt!**[®]

Specializing in parts and accessories for the hard-core gun and weapons enthusiast, *Cheaper Than Dirt!* caters to the outdoor sportsman as well as the serious collector. The *Cheaper Than Dirt!* catalog offers a unique collection of scopes, mounts, ammunition, knives, storage devices, manuals, targets and cleaning tools. With interests ranging from hunting and camping to collecting and paramilitary, these direct mail responsive consumers are excellent prospects for a variety of male related offers.

Demographics: Average Age: 42
Average Income: 51,800

Recommended Usage:

- Gun and shooting related catalog, memberships and magazine offers and donor requests.
- Outdoor related offers including hunting, fishing and camping.
- Other recommended usage includes offers for men's clothing, tobacco products, automotive, travel, credit cards, memberships and fundraising.
- Other offers related to one or more of the product selects - please inquire for details!