

Support Your Local Woodpeckers. (With a Tail-Prop Feeder.)



Provide suet and Downy Woodpeckers often stay year-round.

A great way to attract woodpeckers to your yard is with our Tail-Prop Feeder and suet. This specially designed feeder has a wooden paddle extension that supports like a tree while they feed and brings them back for more.

Nobody brings people and nature together like the Certified Birdfeeding Specialists at Wild Birds Unlimited®.

Not valid with other offers. Offer expires

BRING IN THIS COUPON

Wild Birds Unlimited®

We Bring People And Nature Together.®

ADDRESS
& PHONE

BIRDSEED • FEEDERS • BIRDBATHS • NATURE GIFTS

We've Had A Moving Experience. (And so can you.)



White-breasted Nuthatches are known for their ability to move headfirst down trees.

Discover backyard birdfeeding, one of the most fun and rewarding family hobbies with a visit to the Certified Birdfeeding Specialists at your new Wild Birds Unlimited®. Learn how to fill your backyard with a colorful variety of beautiful birds all year long. Nobody brings people and nature together like Wild Birds Unlimited.

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NEW ADDRESS
& PHONE

BIRDSEED • FEEDERS • BIRDBATHS • NATURE GIFTS

- *Direct Marketing World* (<http://www.dmworld.com/>) has lists, list-builders, copywriters, consultants, and agencies specializing in direct marketing.
- *Guerilla Marketing Online* (<http://www.gmarketing.com>) lets you review marketing tips and examine case studies.
- *Hoover's Online* (<http://www.hoovers.com>) provides a database of detailed profiles for publicly traded companies.
- *Marketplace* (<http://www.mktplace.com>) is a clearinghouse of marketing news and information for over a thousand industries.
- *Market Research Center* (<http://www.asiresearch.com>) departments specialize in advertising, news media, and entertainment.
- *MediaInfo* (<http://www.mediainfo.com/edpub/>) offers news and commentary from *Editor & Publisher* magazine and maintains a comprehensive list of online newspapers.
- *Stat-USA* (<http://www.stat-usa.gov>) offers access to databases on business and trade-related subjects.

● FIGURE 11-6

Wild Birds Unlimited intrigues, informs, and delights bird lovers in small-space ads such as these. Franchise owners can add their own message at the bottom. For other examples, see Figure 4-2.

Think Of Your Backyard As A Concert Hall.
(Nature provides the music.)



The colorful yellow and black Goldfinches are accomplished singers.

Summer's a great time to start attracting the beauty and "music" of colorful birds to your backyard. Think of it as nature's soundtrack. Enjoy birds now with birdfeeders and advice from the Certified Birdfeeding Specialists at Wild Birds Unlimited®.


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Enjoy Finches On The Tube.
(They'll sing for their supper.)



Thisle seed will attract Chickadees and a variety of Finches.

Summer is when Goldfinches turn a bright, beautiful yellow. Fill Wild Birds Unlimited® Finch Feeders with our fresh Thistle seed and fill your backyard with colorful, playful Finches.

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Cereal Is A Great Way To A Start Your Day.
(But a lousy way to attract birds.)



The Cardinal is a favorite for many reasons including its distinctive plumage and melodic song.

Choose Wild Birds Unlimited Custom Seed Blends and you choose fresh blends that are regionally-formulated for our area to attract more birds. No cereal fillers. Just fresh seeds our local birds like to eat. With our Custom Seed Blends, you'll see the difference all over your yard. Satisfaction guaranteed.

Nobody brings people and nature together like the Certified Birdfeeding Specialists at Wild Birds Unlimited and our Unlimited Custom Seed Blend System™ proves it.

Not valid with other offers. Offer expires _____ Bring in this coupon.

Try a **FREE POUND** of any Custom Seed Blend.
You'll see the difference all over your yard.

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How Do Our Custom Seed Blends Attract More Birds?
(It's a matter of taste.)



Towhees hop backward with a scratching motion to uncover food.

Choose our fresh Custom Seed Blends that are regionally-formulated for our area to attract a greater variety of birds. Each type of seed is carefully selected and blended to satisfy the tastes of our local birds.

With Wild Birds Unlimited Custom Seed Blends, you'll see the difference all over your yard. Satisfaction guaranteed.

Nobody brings people and nature together like the Certified Birdfeeding Specialists at Wild Birds Unlimited and our Unlimited Custom Seed Blend System™ proves it.

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Try a **FREE POUND** of any Custom Seed Blend.
You'll see the difference all over your yard.

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COURTESY WILD BIRDS UNLIMITED, INC.