

The Pet Stop for BTB



The Pet Stop for BTB provides a comprehensive list of businesses that are all about pampering pets. Pet Shops, Groomers, Doggy Day Care, Kennels, Breeders, Pet Services, Veterinarians, Dog Training, Animal Humane Societies and Pet Wholesale businesses.


SEGMENTS

47,397 Total Universe / Universe Rate	\$75.00/M
47,397 Pet Related Pet Businesses	\$75.00/M
14,021 3 Mos Hotline	\$75.00/M
27,376 6 Mos Hotline	\$75.00/M
47,397 12 Month Hotline	\$75.00/M
Email Campaign - 25M Minimum	\$85.00/M

ID NUMBERS

Manager ID	
NextMark ID	334927
mIn ID	334927
SRDS ID	

MEDIA TYPE

Business	  
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SOURCE

Compiled lists, Directories, Internet/On-Line, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/10/2012
New to Manager	04/10/2012
Counts Through	05/31/2015

DATA CARD MAINTENANCE

New To System	04/10/2012
"New to System" Announcement	04/11/2012
Last Update	06/01/2015
Next Update	07/10/2015
Update Frequency	MONTHLY

DESCRIPTION

The Pet Stop provides a comprehensive list of businesses that are all about pampering pets. Pet Shops, Groomers, Doggy Day Care, Kennels, Breeders, Pet Care Services, Veterinarians, Dog Training, Animal Humane Societies and Pet Wholesale businesses. This comprehensive file provides a list of multi-sourced businesses with contact reference and contact information. The file is sourced from online and offline sources verifying the accuracy of this data. Marketers can select one contact per location and select by SIC code.

Selectable:

Animal Shelters/Humane Societies/ Rescue Centers
 Breeders
 Pet Training Services
 Pet & Pet Suppliers Retail/Wholesale
 Pet Foods Wholesale
 Pet cemeteries, Pet Caskets & Urns
 Pet General Services
 Pet Shops Pet Supply Stores & wholesalers
 Pet Washing & Grooming
 Veterinary Services

Available at Postal, Phone Numbers & Email Address

Minimum for Emails: 25,000

Rate: \$65/M includes 2 tests, deployment and tracking reports. Inquire

SELECTS

Contact Name/ Title	\$10.00/M
# of Employees	\$10.00/M
One Per Location	\$10.00/M
SIC / NAICS Code	\$15.00/M
Omit Franchise	\$8.00/M

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

MANAGER
DSA Direct, LLC

COMMISSIONS
 Broker **20%**
 Agency **15%**

GENDER
 Male **70%**
 Female **25%**

NET NAME ARRANGEMENTS
Net Name is allowed
 Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$15.00/M**

EXCHANGES
Exchange is not allowed

REUSE
Reuse is allowed
 Minimum Quantity **0**
 Run Charge

CANCELLATION
 Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS
 Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees. Email Orders; Cancellation after testing is at full charges.

KEY CODING
Key Coding is available
 Charges **\$2.00/M**

ADDRESSING
 FTP **\$75.00/F**
 Email **\$75.00/F**

SPECIAL INSTRUCTIONS
 Sample mail piece required. Prepayment on new tests. Email orders are accepted on a prepayment basis. Available at Postal & Email Address Minimum for Emails: 25,000 Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact