

Absolutely Genius Infomercial Product Buyers



Absolutely Genius Infomercial Product Buyers are purchasing innovative products from short form infomercials and some online videos. Products include juicers, portable cook top appliances, easy home exercise equipment, children's pillows, innovative personal care beauty products and more. Avg Sale is \$80.00

SEGMENTS

837,839	Total Universe / Universe Rate	\$75.00/M
75,000	1 Month Buyers	\$100.00/M
181,000	3 Month Buyers	\$85.00/M
837,839	12 Month Buyers	\$75.00/M
62,000	3 Mos. Cooking/Kitchen Product Buyers	+ \$10.00/M
44,000	3 Mos. Household Products	+ \$10.00/M
33,000	3 Mos. Health/Fitness Products	+ \$10.00/M
15,000	3 Mos. Children Products	+ \$10.00/M
36,000	3 Mos. Beauty/Personal Care Products	+ \$10.00/M

DESCRIPTION

Absolutely Genius Infomercial Product Buyers are purchasing innovative products from short form infomercials as well as several online videos. The products include fantastic multi-use juicers, fast cooking portable cooktop appliances, house cleaning tools, innovative personal care beauty products, children's fun pillows, easy home exercise equipment and more. Avg Sale is \$80.00 and mostly credit card purchases from these enthusiastic impulsive direct response buyers.

File updates: Monthly

100% buyer file, No trials included in this impulsive direct response buyer file.
Sample Mail Piece required for list approval.

Product Selects: Cooking / Kitchen, Household, Health / Fitness, Children's, Beauty / Personal Care

SELECTS

Geo/Geographical	\$8.00/M
Gender	\$8.00/M
Product: Cooking / Kitchen	\$10.00/M
Product: Household	\$10.00/M
Product: Health / Fitness	\$10.00/M
Product: Children	\$10.00/M
Product: Beauty / Personal Care	\$10.00/M
Age	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$80.00
---------	---------


GENDER

Male	25%
Female	75%

ID NUMBERS

Manager ID	
NextMark ID	458180
mIn ID	458180
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

TV generated, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/13/2016
New to Manager	08/12/2010
Counts Through	04/30/2017

DATA CARD MAINTENANCE

New To System	04/13/2016
"New to System" Announcement	04/14/2016
Last Update	05/16/2017
Next Update	06/14/2017
Update Frequency	MONTHLY

AVERAGE INCOME

Value	\$45,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity **0**
 Run Charge **\$100.00/F**

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 cancellation run charges & shipping/material fees.

KEY CODING

Key Coding is available

Charges **\$2.00/M**

ADDRESSING

FTP **\$75.00/F**

EMAIL **\$75.00/F**

RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for List Owner Approval.
 Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact