

**Active Mail Order Senior Buyers by DSA**



Active Mail Order Senior Buyers love a deal! They are shopping with their credit card for health & beauty products, general merchandise, credit consolidation services, publications, discount memberships, travel and insurance. The shoppers are motivated by compelling enticements such as free sample, free trials, discounts and other incentives.

**SEGMENTS**

1,760,000	Total Universe / Universe Rate	\$65.00/M
160,000	1 Mos. ALL Buyers	\$75.00/M
112,000	1 Mos. Female Senior Buyers	+ \$8.00/M
48,000	1 Mos. Male Senior Buyers	+ \$8.00/M
413,000	3 Mos. Senior Buyers	\$70.00/M
1,180,000	12 Mos. Age 65+ Buyers	+ \$8.00/M
1,760,000	12 Mos. Senior Buyers	\$65.00/M
	Fundraisers / Publisher Rate	\$65.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	292722
mIn ID	149065
SRDS ID	927666-000

**MEDIA TYPE**

Consumer	
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**SOURCE**

Direct response

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	08/12/2010
New to Manager	08/12/2010
Counts Through	08/31/2017

**DATA CARD MAINTENANCE**

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

**DESCRIPTION**

**Active Mail Order Senior Buyers** love a deal! They are shopping with their credit card for health & beauty products, general merchandise, credit consolidation services, publications, discount memberships, travel and insurance. The list owner markets these offers online and thru direct mail. The shoppers are motivated by compelling enticements such as free sample, free trials, discounts and other incentives. This highly promotionally mature audience is mostly age 50+ and perfect for value oriented offers!

**Special Selects:**

Sweepstakes Entrants, Direct Mail Buyers, Online Shoppers, Age, Income, Homeowners, Marital Status, Ethnicity, Presence of Children in Household, Demographic & Lifestyle selects available.

**Demographics:** Mostly Female, Avg Age 50, Income \$35K

**Phone Numbers:** \$25/M Minimum 5,000

Provide Script & SAN# for approval  
Prepayment of 25% required

**Postal Minimum** 7,500

**SELECTS**

Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Presence of Child	\$8.00/M
Direct Mail Buyers	\$8.00/M
Online Buyers	\$8.00/M
Sweepstakes Entrants	

**MANAGER**

DSA Direct, LLC

**AVERAGE INCOME**

Value	\$35,000.00
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**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	\$85.00/M

**EXCHANGES**

UNIT OF SALE	
Average	<b>\$45.00</b>

GENDER	
Male	<b>29%</b>
Female	<b>68%</b>

**Exchange is not allowed**

REUSE	
<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

CANCELLATION	
Charges	<b>\$100.00/F</b>

**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	
<b>Key Coding is available</b>	
Charges	<b>\$2.00/M</b>

ADDRESSING	
FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

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

CONTACTS				
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★ = Primary contact