

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

1,761,470	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
413,175	3 Mos. Senior Buyers	\$70.00/M
1,180,185	12 Mos. Age 65+ Buyers	+ \$8.00/M
1,761,470	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  

SOURCE

Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	05/16/2017
Next Update	06/14/2017
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	\$8.00/M

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	\$45.00

GENDER	
Male	29%
Female	68%

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 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