

**Catalog Marketing Database by DSA**



Catalog Marketing Database is a large database of transactional buyer activity from direct mail, catalogs, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources providing demographics and lifestyle attributes.

**SEGMENTS**

35,000,000	Total Universe / Universe Rate	\$75.00/M
390,000	1 Mos. Hotline Buyers - 1 Per Household	\$75.00/M
4,500,000	1 Mos. Female Buyers	\$75.00/M
3,500,000	1 Mos. Male Buyers	\$75.00/M
7,100,000	3 Mos. Buyers	\$75.00/M
71,398	3 Mos. Buyers w/Change of Address	\$75.00/M
2,800,000	3 Mos. Buyers Age 50+	\$75.00/M
2,900,000	3 Mos. Buyers & Identified Donors	\$75.00/M
25,000	Email Campaigns	+ \$25.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	388842
mIn ID	388842
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Compiled lists, Multi Sourced, mail order, donor, subscription transactions

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	07/29/2013
New to Manager	08/19/2010
Counts Through	09/30/2017

**DATA CARD MAINTENANCE**

New To System	07/29/2013
"New to System"	07/30/2013
Announcement	
Last Update	10/10/2017
Next Update	11/07/2017
Update Frequency	MONTHLY

**DESCRIPTION**

[Catalog Marketing Database](#) is a large database of transactional buyer activity from direct mail, catalogs, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources providing demographics and lifestyle attributes. The recency is pulled from purchase activity to provide a truly responsive prospect. This a powerful responsive database providing marketers with targeted selects to reach their desired top prospects.

Provide your housefile as suppress and you can get names net of our housefile. Inquire for more details.

**NOTE: FIRST TIME TEST ORDERS! \$75/M Base with selects included on 10M new test!**

Exceptions include: Phone Numbers, Ethnic, religious politica1, ailment and credit scoring selects. Orders of 25M+ Get 75% net with \$8/M run chrgs!

Special Selects:

Product: Apparel: Women's, Men's, General Apparel, Automotive Accessories, Children, Cooking, Crafts, Food, Entertainment, Garden, Health Products, Leisure, Sports & Travel: Reading Interests: Bible/Devotional, Entertainment, Financial, Fashion, Health Publications, Spanish Publications, Sports & Travel. Donors by Category Cause, Self-Reported Ailments, Payment Method: Cash, Check, Credit Ranking thru Modeling, Monthly Installments and Cancel/Returns. Enhancements: Donors, Demographics, Lifestyle Interests, Ethnicity, Religious Affiliation, Political Affiliation. Source: Direct Mail, Telemarketing, DRTV, Online.

Demographics: 60% Female, 40% Male, Avg Age 50+, HH Income \$60K+

Phone Numbers: \$25/M

Script & San# required for approval. All telemarketing orders on a prepayment basis.

**Email**: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Prepayment required on all email orders.

Modeling: \$25/M scoring fee  
 25,000 Min. Rental Required, 10,000 Min. Sample File.  
 Available: Good Customer Match, Mail File Regression  
 4-6 Weeks for model build.

**PROFILE**

**Product (10.00/M)**

*Women and amp; amp; amp; rsquo; s  
 Men and amp; amp; amp; rsquo; s  
 General Apparel  
 Automotive Accessories  
 Children  
 Cooking  
 Crafts  
 Food  
 Entertainment  
 Garden  
 Health Products  
 Leisure  
 Sports and amp; amp; amp; amp; Travel*

**SELECTS**

Geo/Geographical	<b>\$6.00/M</b>
Children by Age Range	<b>\$10.00/M</b>
Payment Method	<b>\$10.00/M</b>
Continuity Club Buyers	<b>\$10.00/M</b>
Donors by Category	<b>\$10.00/M</b>
DRTV Buyers	<b>\$10.00/M</b>
Dollar Amount - AP	<b>\$8.00/M</b>
Reading Interest	<b>\$8.00/M</b>
Book / Magazine Buyers	<b>\$10.00/M</b>
Ailment Data	<b>\$15.00/M</b>
Phone Number	<b>\$25.00/M</b>
Ethnic/Ethnicity	<b>\$15.00/M</b>
Product	<b>\$10.00/M</b>
Enhancement	<b>\$10.00/M</b>
Source	<b>\$10.00/M</b>
E-mail	<b>\$25.00/M</b>
Credit Data	<b>\$10.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **40%**  
 Female **60%**

**AVERAGE INCOME**

Value **\$60,000.00**

**MINIMUM ORDER**

Minimum Quantity **10,000**  
 Minimum Price **\$500.00**

**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

**CANCELLATION**

Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**

Orders cancelled 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**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Prepayment required on all Email & Telemarketing orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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