

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

| | | |
|------------|-----------------------------------|-------------|
| 45,000,000 | Total Universe / Universe Rate | \$75.00/M |
| 8,500,000 | 1 Mos. Hotline Buyers | \$75.00/M |
| 4,500,000 | 1 Mos. Female Buyers | \$75.00/M |
| 3,500,000 | 1 Mos. Male Buyers | \$75.00/M |
| 19,125,000 | 3 Mos. Buyers | \$75.00/M |
| 150,000 | 3 Mos. Buyers w/Change of Address | + \$10.00/M |
| 6,120,000 | 3 Mos. Buyers Age 50+ | \$75.00/M |
| 3,575,000 | 3 Mos. Buyers & Identified Donors | + \$10.00/M |
| | Fundraisers Base Rate | \$65.00/M |
| | Email Campaigns: 25M Minimum | + \$25.00/M |

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, ethnicity and lifestyle attributes. The recency is pulled from purchase activity to provide a truly responsive prospect. This powerful responsive database provides marketers with the ability to reach targeted selects for their desired top prospects.

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

TEST INCENTIVE DEAL! \$75/M Base with selects included on 10M new test! Postal orders. Exceptions include: phone numbers, ethnic, religious political, ailment and credit scoring selects. Postal test 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, Home / Garden, Health Products, Leisure, Sport s& Travel, **Reading Interests:** Bible/Devotional, Entertainment, Financial, Fashion, Health Publications, Spanish Publications, Sports & Travel. **Donors by Category Cause,:** Animal/Wildlife, Arts/Culture, Children, Health, Religious, Political, Conservative Political, Self-Reported Ailments, **Payment Method:** Cash, Check & Installments, Paid Cancels, Credit Ranking thru Modeling, Spanish Speaking, Hispanics, **Enhancements:** 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.

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 | 06/30/2018 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 07/29/2013 |
| "New to System" | 07/30/2013 |
| Announcement | |
| Last Update | 07/23/2018 |
| Next Update | 08/08/2018 |
| Update Frequency | MONTHLY |

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

Donors by Category (8.00/M)

Donors by Category

Payment Method (8.00/M)

Cash

Check

Credit Ranking thru Modeling

Monthly Installments

Cancel>Returns

Reading Interest (8.00/M)

Bible/Devotional

Entertainment

Financial

Fashion

Health Publications

Spanish Publications

Sports and Travel

Product (8.00/M)

Women's

Men's

General Apparel

Automotive Accessories

Children

Cooking

Crafts

Food

Entertainment

Garden

Health Products

Leisure

Sports and Travel

Source (8.00/M)

Direct Mail

Telemarketing

DRTV

Online

SELECTS

| | |
|------------------------|------------------|
| Ailments | \$12.00/M |
| Children by Age Range | \$8.00/M |
| Continuity Club Buyers | \$8.00/M |
| Credit Score Rating | \$10.00/M |
| Donors by Category | \$8.00/M |
| Dollar Amount - AP | \$8.00/M |
| DRTV Buyers | \$8.00/M |
| Ethnic/Ethnicity | \$12.00/M |
| Geo/Geographical | \$8.00/M |
| Payment Method | \$8.00/M |
| Reading Interest | \$8.00/M |
| Book / Magazine Buyers | \$8.00/M |
| Phone Number | \$25.00/M |
| Product | \$8.00/M |

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**

Source **\$8.00/M**
 E-mail **\$25.00/M**

Run Charges **\$8.00/M**

MANAGER

DSA Direct, LLC

EXCHANGES

Exchange is not allowed

UNIT OF SALE

Average **\$50.00**

REUSE

Reuse is allowed

Minimum Quantity **0**
 Run Charge

GENDER

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

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