

## Collectors Novelty Product Buyers by DSA



Collectors Novelty Product Buyers file consists of mostly mail order multi-buyers of collectibles. Items purchased range from coins, plates, dolls, sports memorabilia as well as motorcycles, military, history. All buyers are multi-buyers of collectibles products and selectable by category and avg. dollar amount spent.

### SEGMENTS

575,000	Total Universe / Universe Rate	\$80.00/M
75,000	1 Mos. Collectibles Multi-Buyers	+ \$10.00/M
225,000	3 Mos. Collectibles Multi-Buyers	+ \$5.00/M
575,000	12 Mos. Collectibles Multi-Buyers	\$80.00/M
	Fundraiser Base Rate	\$65.00/M
	At Email Address	\$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	468945
mIn ID	468945
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, mail order, donor, subscription transactions, Buyers, Direct mail sold, Multi-buyers, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/21/2016
New to Manager	10/21/2016
Counts Through	03/31/2017

### DATA CARD MAINTENANCE

New To System	10/21/2016
"New to System"	10/24/2016
Announcement	
Last Update	04/12/2017
Next Update	05/05/2017
Update Frequency	MONTHLY

### DESCRIPTION

Collectors Novelty Product Buyers file consists of mostly mail order multi-buyers of collectibles. Items purchased range from coins, plates, dolls, sports memorabilia as well as motorcycles, military, history. All buyers are multi-buyers of collectibles products and selectable by category and avg. dollar amount spent.

Special Selects: Collectibles Categories: Coins, Stamps, Dolls, Plates/Pottery, Toys, Irish, Nature, Music, Native American, NASCAR, Music, Motorcycles, Patriotic, Scale Models, Sports: Baseball, Basketball, Football, Hockey, Teacher Themed, Wildlife, Christmas/Holiday Themed. Selectable # of purchases, Avg. Amt Spent, Age, Income, Presence of Select, Reading Interest by category. Inquire for others

### Modeling Available: \$25/M Scoring Fee

25M+ Data Needed. 25M Minimum Rental

Allow 4-6 weeks build

**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.

### PROFILE

**Product Category** (10.00/M)

*Christian Religious*

*Inspirational Novelty*

*Christmas/Holiday and Easter*

SELECTS	
Age	\$8.00/M
Childs Age Range	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$15.00/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
Multi Donor	\$8.00/M
Product Category	\$10.00/M
Multi-Buyer: 2+, 3+	\$8.00/M
Donors by Category Cause	\$10.00/M
Inspirational Novelty	\$8.00/M
Homeowner	\$8.00/M
Christian Religious	\$15.00/M
Sports	

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	\$40,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
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.

KEY CODING	
<b>Key Coding is available</b>	
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. Tests and Email Orders are on a prepayment basis.

**CONTACTS**

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

★ = Primary contact