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**Consumer Package Goods Buyers at Email Address by DSA**


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Consumer Package Goods Buyers at Email Address by DSA provides buyers of household items such as Baby Foods, Diapers, Energy Bars, Skin Care, Teas, Yogurt and Cereals with demographic and lifestyle attributes at email address. You can target prospective buyers by products purchased along with family size, home type, credit rating, household income, education level, identified mail order buyer, type of auto owned, mortgage holders and many other attributes to best target your ideal audience.

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**SEGMENTS**

200,000,000	Total Universe / Universe Rate	\$65.00/M
200,000,000	30-day Consumer Buyers	\$65.00/M
103,000,000	30-day Female Buyers	\$65.00/M
95,000,000	30-day Male Buyers	\$65.00/M
86,000,000	30-day Consumers w/Pres of Children	\$65.00/M
145,000,000	30-day Consumers Ident. Mail Order Byrs	\$65.00/M
5,000,000	30-day Consumers Ident. Donors	\$65.00/M

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**DESCRIPTION**

**Consumer Package Goods Buyers at Email Address by DSA** provides buyers of household items such as Baby Foods, Diapers, Energy Bars, Skin Care, Teas, Yogurt and Cereals with demographic and lifestyle attributes at email address. You can target prospective buyers by products purchased along with family size, home type, credit rating, household income, education level, identified mail order buyer, type of auto owned, mortgage holders and many other attributes to best target your ideal audience.

This file is perfect for name brand offers looking to reach shoppers at email address to offer special promotions, sign-ups for value programs, car leases, gym memberships, insurance, travel packages and various mortgages/loans.

**Special Selects:**

Gender, Age, Income, Children by Age Range, Home Value, home purchase data, Auto Owned, Motorcycle Owners, Mortgage Holders, Education Level, Buyers of consumer products by category (inquire for specifics) credit rating, occupation, ethnicity, reading interest, product category buyers ex. Apparel, Children Mdse, Gifts, Home Décor, Jewelry, Plus Size Apparel, Books & Magazines. Hundreds of select options to choose from. Inquire for details on purchase data selects, enhanced and compiled data overlaid to file.

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

**EMAIL ORDERS: Min. 25,000 \$65/M**

Creative: Full copy & creative is due 5-7 business days prior to testing, once test is approved, launched date determined.

Creative services available; creation of HTML & Text email at \$275/F fee. Creative must contain: Client name/address, Opt Out of future emails & an unsubscribe response vehicle. Creative


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**ID NUMBERS**

Manager ID	
NextMark ID	427435
mIn ID	427435
SRDS ID	

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**MEDIA TYPE**

Consumer 

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**SOURCE**

Internet/On-Line, Multi Sourced, Compiled lists

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**GEOGRAPHY**

USA

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**OPT-IN**


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**MAINTENANCE**

Market Entry	01/19/2015
New to Manager	11/07/2014
Counts Through	03/31/2016

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**DATA CARD MAINTENANCE**

New To System	12/04/2014
"New to System"	01/20/2015
Announcement	
Last Update	04/11/2016
Next Update	05/13/2016
Update Frequency	MONTHLY

required in HTML & Text versions.

Suppression File: Free for File Size Under 1 Million. Personalization available upon request.

Client to provide Subject Line & Seed list.

Tracking Reports. Delivered, Opens, Click Rates included at no charge.

Testing: All Orders 2 tests (\$100 for each add'l test/change)

Set Up Fee: \$150/M

Re-Blasts at ½ price. Change of Subject line Only. Can resend to opens only or entire file.

PREPAYMENT required on all email promotions

**PROFILE**

**Special Selects**

- Gender
- Age
- Income
- Children by Age Range
- Home Value
- home purchase data
- Auto Owned
- Motorcycle Owners
- Mortgage Holders
- Education Level
- occupation
- ethnicity
- reading interest
- Apparel
- Children Mdse
- Gifts
- Home Décor
- Jewelry
- Plus Size Apparel
- Books & Magazines

**SELECTS**

Age	\$10.00/M
Childs Age Range	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Marital Status	\$10.00/M
Auto Owned	\$10.00/M
Mortgage Type	\$10.00/M
Credit Rating	\$10.00/M
Mail Order Buyers	\$10.00/M
Home Value	
Education Level	\$10.00/M
Special Selects	
EMAIL ORDERS	\$65.00/M
HTML & Text	\$275.00/F
Set Up Fee	\$150.00/M

**MANAGER**

DSA Direct, LLC

**UNIT OF SALE**

Average	\$45.00
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**GENDER**

**AVERAGE INCOME**

Value	\$50,000.00
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**MINIMUM ORDER**

Minimum Quantity	25,000
Minimum Price	\$1,200.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

Net Name is not allowed

**EXCHANGES**

Exchange is not allowed

**REUSE**

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

**CANCELLATION**

Charges	\$150.00/F
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**CANCELLATION INSTRUCTIONS**

Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges.

Male	35%
Female	65%

KEY CODING	
Key Coding is available	No charge
Charges	

ADDRESSING	
Set Up Fee	\$150.00/F

**SPECIAL INSTRUCTIONS**

Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Email orders approved on prepayment basis only.

**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