

## Jewelry & Gift Showcase Buyers by DSA



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### SEGMENTS

1,883,000	Total Universe / Universe Rate	\$75.00/M
482,100	1 Mos. Jewelry Buyers	\$75.00/M
831,650	3 Mos. Jewelry Buyers	\$75.00/M
1,918,147	12 Mos. Jewelry Buyers	\$75.00/M
251,500	1 Mos. Tabletop / Linens Buyers	\$75.00/M
446,200	3 Mos. Tabletop / Linens Buyers	\$75.00/M
1,046,000	12 Mos. Tabletop / Linens Buyers	\$75.00/M
	Fundraiser / Publisher Rate	\$65.00/M
	At Email Address	\$85.00/M

### DESCRIPTION

**Jewelry & Gift Showcase Buyers by DSA** are mostly female direct mail buyers of watches, necklaces, earrings, fashion accessories as well as, tabletop décor, giftware and home furnishings. Jewelry & Gift product purchases are from transactional activity from a number of catalogs, space ads and online purchases. Jewelry & Gift is a select off of the large comprehensive masterfile called, American Consumer Database.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains subscriber and donor activity on each record. Mailers can select buyers and subscribers to fashion publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

**Special Selects:** # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Marital Status, Reader Interest, Women's Fashion, Health, Home & Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

**New Pricing! \$75/M Base** includes most selects for postal names. Add'l select fees for: Ailment, Ethnicity, Religious Affiliation, Phone Numbers and Emails.

**Minimum of 10,000** required for pricing with no net terms or other discounts.

**Opt-in Email address** data has been appended to this transactional file.

**Email Orders:** 25,000 Minimum

Please pre-clear creative for approval prior to ordering.


Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

### ID NUMBERS

Manager ID	
NextMark ID	370353
mIn ID	370353
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Compiled lists, Multi Sourced, Catalog, Multi-buyers, Buyers, Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/09/2013
New to Manager	01/08/2013
Counts Through	06/30/2016

### DATA CARD MAINTENANCE

New To System	01/08/2013
"New to System"	01/10/2013
Announcement	
Last Update	07/18/2016
Next Update	08/05/2016
Update Frequency	MONTHLY

**MINIMUM:** 7,500 postal mailing**PROFILE****Product Categories**

Jewelry  
 Tabletop  
 Linen  
 Bath  
 Kitchen  
 All Home Furnishings

**SELECTS**

Dollar Amount - AP	<b>\$10.00/M</b>
Number of Purchases	<b>\$10.00/M</b>
Demographic	<b>\$10.00/M</b>
Ethnic/Ethnicity	<b>\$15.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Age/Income	<b>\$10.00/M</b>
Lifestyle	<b>\$8.00/M</b>
Marital Status	<b>\$8.00/M</b>
Reader Interest	<b>\$8.00/M</b>
Multi-Buyers	
Presence of Children	
Women's Fashion	
Health	
Home & Children	
Credit Card Buyers	
Product Categories	

**MANAGER**

DSA Direct, LLC

**UNIT OF SALE**Average **\$50.00****GENDER**

Male	<b>25%</b>
Female	<b>75%</b>

**AVERAGE INCOME**Value **\$45,000.00****MINIMUM ORDER**

Minimum Quantity	<b>10,000</b>
Minimum Price	<b>\$500.00</b>

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$15.00/M</b>

**EXCHANGES****Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity	<b>0</b>
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****Key Coding is available**Charges **\$2.00/M****ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment. Minimum for Emails: 25,000 Includes 2 tests, deployment and tracking reports. Personalization available. Additional test blasts at \$100/per additional test.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

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★ = Primary contact

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