

## Learning Strategies Self Improvement Course Buyers



Learning Strategies Corporation customers purchase innovative self-improvement courses on CD's, DVD's, Books, attend Seminars, Events and participate in Forum discussions. This eager audience is open to expanding their knowledge and potential abilities that will lead them to personal and business success.

### SEGMENTS

137,090	Total Universe / Universe Rate	\$100.00/M
2,206	4th Qtr 2018 buyers	\$120.00/M
3,956	6 Mos. Buyers	\$117.00/M
7,010	12 Mos. Buyers	\$115.00/M
137,090	Total File Buyers	\$100.00/M

### DESCRIPTION

**Learning Strategies Corporation** customers purchase innovative self-improvement courses on CD's, DVD's, Books, attend Seminars, Events and participate in Forum discussions. This eager audience is open to expanding their knowledge and potential abilities that will lead them to personal and professional success.

**Learning Strategies** customers are purchasing Personal Learning Courses and individual CD's that are leading edge. This audience seeks to release their untapped potential. Topics include understanding the human brain, to learn faster through techniques, optimize memory, improve health and wellness, enable the ability to see aura and energy, learn numerology, understand Feng Shui and expand their energy and satisfaction in life. Products, Seminars and Events price range from \$200 to \$3,500.

Products: Abundance for Life, Aura Seeing, Boundless Renewal, Changing the Paradigm, Clear Mind – Bright Future, Diamond Dowsing, Diamond Feng Shui, Diamond Quantum Colors, Diamond Hexagram, EasyLearning Language Programs, Effortless Abundance Video, Effortless Success, Embracing Freedom, Euphoria!, Future Mapping, Genius Code, Genius Mind Video, Happy for No Reason, Infinite Grace, Love & Long Life Video, Mediate w/Himalayan Masters, Morning Five Minutes, Memory Optimizer, Million Dollar Vocabulary, Natural Brilliance, No Matter What!, Numerology, Paraliminals & The Ultimate You Library, Personal Power eBooks, PhotoReading, Pure Energy, Resets, Resiliency, Seeds of Enlightenment, Sonic Access, Sonic Access Four Seasons, Spiritual Codes, Spring Forest Qigong and Walkabout. To view info on products. <https://www.learningstrategies.com/Product>

This file is highly recommended to self-improvement offers, health & wellness publications, newsletters, products, continuity clubs, general mdse. products and seminar offers.

**View Website:** <https://www.learningstrategies.com>

### ID NUMBERS

Manager ID	
NextMark ID	292529
mIn ID	24083
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/01/2009
New to Manager	08/09/2010
Counts Through	01/31/2019

### DATA CARD MAINTENANCE

New To System	08/09/2010
"New to System" Announcement	08/10/2010
Last Update	03/01/2019
Next Update	04/19/2019
Update Frequency	QUARTERLY

**SELECTS**

Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Household Income	<b>\$10.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	<b>\$300.00</b>
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**GENDER**

Male	<b>40%</b>
Female	<b>60%</b>

**AVERAGE INCOME**

Value	<b>\$50,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>5,000</b>
Minimum Price	<b>\$450.00</b>

**COMMISSIONS**

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

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is allowed**

**REUSE**

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

**CANCELLATION**

Charges	<b>\$100.00/F</b>
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**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date or merge purge will be at full rental rate. No exceptions. Orders received & processed will incur a \$100/F cancel fee & if shipped, \$15/M run chrgs, email charges and select fee's.

**KEY CODING**

**Please inquire**

**ADDRESSING**

CARTRIDGE	<b>\$50.00/F</b>
DISKETTE	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

**SPECIAL INSTRUCTIONS**

Sample mail piece required for list owner approval. Prepayment on first time orders. Rental is on reciprocal terms unless otherwise agreed to.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct 431 E. Main Street Unit #3 Denville,, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact