

Let's Celebrate! Religious & Decorative Gift Buyers



Let's Celebrate! Religious & Decorative Gift Buyer file consists of mail order buyers of religious & inspirational products The products buyers are purchasing include Novelty Gifts, Prints, Home Decor, Jewelry and Apparel.

ID NUMBERS

Manager ID
 NextMark ID **353560**
 mIn ID **353560**
 SRDS ID

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry **09/13/2012**
 New to Manager **08/19/2010**
 Counts Through **08/31/2017**

DATA CARD MAINTENANCE

New To System **09/13/2012**
 "New to System" Announcement **09/14/2012**
 Last Update **09/07/2017**
 Next Update **10/06/2017**
 Update Frequency **MONTHLY**

SEGMENTS

953,519	Total Universe / Universe Rate	\$75.00/M
339,818	1 Mos. Hotline Religious Product Byrs	+ \$10.00/M
520,556	3 Mos. Religious Product Buyers	+ \$5.00/M
953,519	12 Mos. Religious Product Buyers	\$75.00/M
275,000	3 Mos. MOB's & Identified Donors	+ \$10.00/M
1,173,000	3 Mos. MOB's of Christmas Products	+ \$10.00/M
448,870	3 Mos. MOB's of Easter Products	+ \$10.00/M
	Fundraiser / Publisher Rate +Selects	\$75.00/M
	At Email Address	+ \$25.00/M

DESCRIPTION

Let's Celebrate! Religious & Decorative Gift Buyer file consists of mail order buyers of religious and inspiration products. The specific products buyers are purchasing include Inspirational and Religious Novelty Gifts, Prints, Home Decor, Jewelry and Apparel. Mailer can select Christian Religious Products, Inspirational Novelty Gifts, Christmas/Holiday products and gifts and Easter Gifts and Decorative Items.

File includes donor and subscription transactional activity that is selectable on this large buyer file. File is available at postal and email address.

Special Selects:

Age, Income, Marital Status, Children by Age Range, Donor by Causes, Homeowner, Product: Christian Religious, Inspirational Novelty, Christmas/Holiday and Easter. Average Dollar Amount spent and Multi-Buyers.

Minimum for Emails: 25,000

Includes 2 tests, deployment and tracking reports. Personalization available. Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line & seed list. Creative must contain client name and address. Additional test blasts at \$100/ per additional test. Creative Services Available.

SELECTS

Age	\$10.00/M
Childs Age Range	\$10.00/M
Demographic	\$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

AVERAGE INCOME

Value **\$40,000.00**

MINIMUM ORDER

Minimum Quantity **10,000**
 Minimum Price **\$500.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

Marital Status	\$10.00/M
Multi Donor	\$10.00/M
Product Category	\$10.00/M
Multi-Buyer: 2+, 3+	\$10.00/M
Donors by Category Cause	\$10.00/M
Email Addresses	\$25.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average \$50.00

GENDER
 Male 35%
 Female 65%

NET NAME ARRANGEMENTS
Net Name is allowed
 Floor 85%
 Minimum Quantity 50,000
 Run Charges \$15.00/M

EXCHANGES
Exchange is not allowed

REUSE
Reuse is allowed
 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
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.
 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