

**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, mail order, donor, subscription transactions, Buyers, Direct mail sold, Multi-buyers

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry **09/13/2012**  
 New to Manager **08/19/2010**  
 Counts Through **05/31/2017**

**DATA CARD MAINTENANCE**

New To System **09/13/2012**  
 "New to System" Announcement **09/14/2012**  
 Last Update **06/07/2017**  
 Next Update **07/07/2017**  
 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	<b>\$10.00/M</b>
Childs Age Range	<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>
Home Owner	<b>\$10.00/M</b>
Income Select	<b>\$10.00/M</b>
Lifestyle	<b>\$10.00/M</b>

**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.

<b>CONTACTS</b>				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact