

Military Memorabilia Buyers by DSA



Military Memorabilia Buyers by DSA consists of buyers of primarily military themed products such as prints, T-shirts, figurines, wall art and more. Additional product buyers of Patriotic & Police/Firm/EMS, Motorcycle Themed Novelty Gifts are available.

SEGMENTS

317,056	Total Universe / Universe Rate	\$75.00/M
60,453	1 Mos. Hotline Buyers	\$80.00/M
120,907	3 Mos. Buyers	\$85.00/M
135,000	12 Mos. Police/Fire/EMS Prod.Byrs	+ \$8.00/M
35,000	12 Mos. Motorcycle Themed Byrs	+ \$8.00/M
317,056	12 Mos. Buyers	\$75.00/M
	Fundraiser Rate	\$75.00/M
	Publishers Rate	\$65.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	357376
mIn ID	357376
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/17/2012
New to Manager	08/19/2010
Counts Through	06/30/2017

DATA CARD MAINTENANCE

New To System	10/12/2012
"New to System"	10/18/2012
Announcement	
Last Update	07/10/2017
Next Update	08/07/2017
Update Frequency	MONTHLY

DESCRIPTION

Military Memorabilia Buyers by DSA consists of buyers of primarily military themed products such as prints, T-shirts, figurines, wall art, home décor, jewelry and more. Additional product buyers of Patriotic & Police/Firm/EMS, Motorcycle Themed Novelty Gifts are available as well on this mostly mature male buyer file.

The file is sourced from several premiere sources of transactional data of mail order, donor and subscription transactions. Marketers can select by number of transactions, identified donors, subscription information and reading interest. Recency is derived from specific mail order buyer of product purchased. A strong file for male collectible offers, military and veteran appeal offers, military/history publications and book offers. File available at postal and with opt-in to third party email.

Product Categories: Patriotic, Military/Weaponry, Police/Fire/EMS, Motorcycle Themed Product Buyers.

Special Selects:

Age, Income, Marital Status, Children by Age Range, Donors by Causes, Homeowner, Product, Average Dollar Amount spent, Multi-Buyers, Magazine, Book Buyers, Subscribers and more. Inquire!

Postal Minimum: 7,500

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. Prepayment required on all email orders.

PROFILE

Product Category (8.00/M)

*Christian Religious
Inspirational Novelty
Christmas/Holiday and Easter*

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Childs Age Range	\$8.00/M	MINIMUM ORDER	
Demographic	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$8.00/M	Agency	15%
Income Select	\$8.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$8.00/M	Net Name is allowed	
Marital Status	\$8.00/M	Floor	85%
Multi Donor	\$8.00/M	Minimum Quantity	50,000
Product Category	\$8.00/M	Run Charges	\$8.00/M
Multi-Buyer: 2+, 3+	\$8.00/M	EXCHANGES	
Donors by Causes	\$8.00/M	Exchange is not allowed	
Homeowner	\$8.00/M	REUSE	
Product	\$8.00/M	Reuse is allowed	
Average Dollar Amount spent	\$8.00/M	Minimum Quantity	0
Email Addresses	\$25.00/M	Run Charge	
Magazine		CANCELLATION	
Book Buyers		Charges	\$100.00/F
Subscribers and more		CANCELLATION INSTRUCTIONS	
MANAGER		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.	
DSA Direct, LLC		KEY CODING	
UNIT OF SALE		Key Coding is available	
Average	\$50.00	Charges	\$2.00/M
GENDER		ADDRESSING	
Male	45%	FTP	\$75.00/F
Female	55%	EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.	

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

