

## 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

418,362	Total Universe / Universe Rate	\$75.00/M
132,296	1 Mos. Hotline Buyers	\$80.00/M
206,737	3 Mos. Buyers	\$80.00/M
132,296	12 Mos. Police/Fire/EMS Prod.Byrs	+ \$8.00/M
37,667	12 Mos. Motorcycle Themed Byrs	+ \$8.00/M
418,362	12 Mos. Buyers	\$75.00/M
	Fundraiser Rate	\$75.00/M
	Publishers Rate	\$65.00/M
	At Email Address	\$85.00/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	04/30/2017

### DATA CARD MAINTENANCE

New To System	10/12/2012
"New to System"	10/18/2012
Announcement	
Last Update	05/04/2017
Next Update	06/14/2017
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 and Multi-Buyers

**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.

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Childs Age Range	\$8.00/M	<b>MINIMUM ORDER</b>	
Demographic	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	<b>COMMISSIONS</b>	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$8.00/M	Agency	15%
Income Select	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Lifestyle	\$8.00/M	<b>Net Name is allowed</b>	
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	<b>EXCHANGES</b>	
Donors by Causes	\$8.00/M	<b>Exchange is not allowed</b>	
Homeowner	\$8.00/M	<b>REUSE</b>	
Product	\$8.00/M	<b>Reuse is allowed</b>	
Average Dollar Amount spent	\$8.00/M	Minimum Quantity	0
<b>MANAGER</b>		Run Charge	
DSA Direct, LLC		<b>CANCELLATION</b>	
<b>UNIT OF SALE</b>		Charges	
Average	\$50.00	\$100.00/F	
<b>GENDER</b>		<b>CANCELLATION INSTRUCTIONS</b>	
Male	45%	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.	
Female	55%	<b>KEY CODING</b>	
<b>CONTACTS</b>		<b>Key Coding is available</b>	
Contact Name	Role	Email	Phone
★ Linda Santaite	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649
DSA Direct, LLC			(973) 625-8722
431 East Main Street Unit			
#3			
Denville, NJ			
★ = Primary contact			
<b>ADDRESSING</b>		<b>SPECIAL INSTRUCTIONS</b>	
FTP	\$75.00/F	Sample Mail Piece required on Tests for Approval.	
EMAIL	\$75.00/F	Tests and email orders require prepayment.	
RUN CHARGE	\$8.00/M		