

Nurses Gift Shop Buyers



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SEGMENTS

201,359	Total Universe / Universe Rate	\$75.00/M
41,116	1 Mos. Hotline Buyers	\$80.00/M
66,870	3 Mos. Buyers	\$80.00/M
201,359	12 Mos. Buyers	\$75.00/M
58,955	3 Mos. \$25+ AP Buyers	+ \$10.00/M
20,599	3 Mos. 2+ Mail Order Buyers	+ \$10.00/M
	Fundraiser Rate	\$65.00/M
	At Email Address	\$85.00/M

DESCRIPTION

Nurses Gift Shop Buyers consists of buyers of nurse's novelty gifts, apparel and home décor. Shoppers purchased t-shirts, cups, mugs, plaques, prints and figurines all with a nurses theme. Many buyers are nurses or gift buyers for nurses.

Nurses Gift Shop Buyers are mostly female direct mail buyers of novelty gift items dedicated to the profession of nursing. Items include T-shirts, jewelry, home décor, prints and stationary products. Nurses Gift product purchases are from transactional activity from a number of catalogs, space ads and online purchases. Nurses Gift is a select off of the large comprehensive masterfile called, American Consumer Database.

Special Selects:

Age, Income, Marital Status, Children by Age Range, # of Purchases, Last Purchase Dollar, Avg. Purchase Dollar, Donors by Causes, Identified Subscribers. Inquire for more!

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

ID NUMBERS

Manager ID	
NextMark ID	395993
mIn ID	395993
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/28/2013
New to Manager	08/19/2010
Counts Through	03/31/2017

DATA CARD MAINTENANCE

New To System	10/28/2013
"New to System"	10/29/2013
Announcement	
Last Update	04/12/2017
Next Update	05/05/2017
Update Frequency	MONTHLY

MINIMUM: 7,500 postal mailing

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$40,000.00
Childs Age Range	\$10.00/M	MINIMUM ORDER	
Demographic	\$10.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Home Owner	\$10.00/M	Agency	15%
Income Select	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$10.00/M	Net Name is allowed	
Marital Status	\$10.00/M	Floor	85%
Multi Donor	\$10.00/M	Minimum Quantity	50,000
Product Category	\$10.00/M	Run Charges	\$15.00/M
Multi-Buyer: 2+, 3+	\$10.00/M	EXCHANGES	
Product Select	\$10.00/M	Exchange is not allowed	
MANAGER		REUSE	
DSA Direct, LLC		Reuse is allowed	
UNIT OF SALE		Minimum Quantity	
Average		0	
GENDER		CANCELLATION	
Male	15%	Charges	
Female	85%	\$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 require prepayment.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				