

Nurses Gift Shop Buyers



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SEGMENTS

191,370	Total Universe / Universe Rate	\$75.00/M
42,483	1 Mos. Hotline Buyers	+ \$10.00/M
77,625	3 Mos. Buyers	+ \$5.00/M
191,370	12 Mos. Buyers	\$75.00/M
68,331	3 Mos. \$25+ AP Buyers	+ \$10.00/M
23,472	3 Mos. 2+ Mail Order Buyers	+ \$10.00/M
	Fundraiser Rate	\$65.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	395993
mIn ID	395993
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, 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	08/31/2017

DATA CARD MAINTENANCE

New To System	10/28/2013
"New to System"	10/29/2013
Announcement	
Last Update	09/07/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

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. A perfect audience for Nurses apparel, accessories, footwear and gift offers!

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.

MINIMUM: 7,500 postal mailing

PROFILE

Product Category (10.00/M)

Christian Religious
 Inspirational Novelty
 Christmas/Holiday and Easter

Product Select (10.00/M)

Apparel
 Jewelry
 Home Decor/Gifts
 Donors by Causes
 Product
 Average Dollar Amount spent
 Multi-Buyers

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

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$35.00

GENDER

Male 15%
 Female 85%

AVERAGE INCOME

Value \$40,000.00

MINIMUM ORDER

Minimum Quantity 7,500
 Minimum Price \$500.00

COMMISSIONS

Broker 20%
 Agency 15%

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 require prepayment.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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