

## Nurses Gift Shop Buyers



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.

### SEGMENTS

185,000	Total Universe / Universe Rate	\$75.00/M
43,000	1 Mos. Hotline Buyers	+ \$10.00/M
75,000	3 Mos. Buyers	+ \$5.00/M
185,000	12 Mos. Buyers	\$75.00/M
65,000	3 Mos. \$25+ AP Buyers	+ \$10.00/M
20,000	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	12/31/2017

### DATA CARD MAINTENANCE

New To System	10/28/2013
"New to System"	10/29/2013
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
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
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**GENDER**

Male	15%
Female	85%

**AVERAGE INCOME**

Value	\$40,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

**EXCHANGES**

Exchange is not allowed

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**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**

<b>Key Coding is available</b>	
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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