

Orchard Brands Ethnic Masterfile



Orchard Brands Ethnic Masterfile is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from 22 brands. Identified Hispanic, Spanish Speaking, African Americans and more is provided thru an enhancement overlay.

SEGMENTS

550,000	Total Universe / Universe Rate	\$85.00/M
28,761	3 Mos. Hispanic Buyers	+ \$95.00/M
204,028	12 Mos. Hispanic Buyers	+ \$85.00/M
63,402	3 Mos. African American Byrs	+ \$95.00/M
406,930	12 Mos. African American Byrs	+ \$85.00/M
15,843	3 Mos. Spanish Speaking	+ \$95.00/M
111,455	12 Mos. Spanish Speaking	+ \$85.00/M
	Fundraiser Rate: Ethnic Select Add'l	\$65.00/M
	Publishers Rate, Ethnic Select Add'l	\$75.00/M

DESCRIPTION

Orchard Brands Ethnic Masterfile is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from 22 brands and 26 catalog titles. Identified Hispanic, Spanish Speaking, African Americans and more is provided thru an enhancement overlay.

Ethnicity is derived thru proprietary process that helps identify their ethnicity thru geographic, surname, purchase behavior and modeling processing.

Profile: 72% Female, 20% Male, Avg. Age 55+, Avg. Sale \$65, Avg. HH Income: \$43,000

Special Selects: File has several overlays applied to data. Demographic, Lifestyle, Cooperative Database Activity, Self-Reported & Donor transactions Ethnicity Spanish Speaking, Hispanic, Irish, German, Scottish, African American, Asian and more inquire. E-tech Religious Selects available. Selects: Age, Income, POC, Children by age, gender and birth month, and Adults by birth month, buying activity from cooperative database activity by product, by category, number of purchases, average or last purchase dollar amount spent. Political Party: Republican, Democrat, Liberal. Inquire for more.

Ailment Data: Arthritis, Diabetes, Allergies, Disability, Senior Needs

Modeling: Types: Good Customer Match, Regression. Data required: 100M. Minimum Order Qty: 50M, \$25/M Scoring Fee, Model Build: 4-6 Weeks

Wiland Modeling Available - Inquire!

Orchard Brand Titles: Appleseed's, Bedford Fair, Blair Home, Blair Mens/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Mens/Ladies, Lew Magram, Linen Source, Monterey Bay, Norm Thompson, Old Pueblo Traders, Regalia, Sahalie, Solutions, Tog Shop, Value Showcase, Willow Ridge, Wintersilks. (not all the titles are mailing or contributing hotline buyers to the file)

ID NUMBERS

Manager ID	
NextMark ID	309287
mIn ID	142268
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi-buyers, Catalog, Buyers, Masterfile enhanced, Gift buyers, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **02/29/2016**

DATA CARD MAINTENANCE

New To System **06/30/2011**
"New to System" **07/28/2011**
Announcement
Last Update **03/02/2016**
Next Update **04/08/2016**
Update Frequency **MONTHLY**

SELECTS

AVERAGE INCOME

Adult Age	\$10.00/M	Value	\$43,000.00
Childs Age Range	\$10.00/M		
Demographic	\$10.00/M	MINIMUM ORDER	
Donor by Category Cause	\$10.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$500.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Gender/Sex of Child	\$10.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Household Income	\$10.00/M	NET NAME ARRANGEMENTS	
Lifestyle	\$8.00/M	Net Name is allowed	
Number of Children	\$10.00/M	Floor	85%
Presence of Child	\$10.00/M	Minimum Quantity	50,000
Religion/Religious	\$10.00/M	Run Charges	\$15.00/M
Model Scoring Fee	\$20.00/M	EXCHANGES	
Ailment Data	\$20.00/M	Exchange is not allowed	
Language	\$15.00/M	REUSE	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$65.00

GENDER

Male 20%
Female 72%

REUSE
Reuse is allowed
Minimum Quantity 0
Run Charge

CANCELLATION
Charges \$100.00/F

CANCELLATION INSTRUCTIONS
Orders canceled after mail date and/or merge will be at full rental ratel no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M run chrgs & shipping fees.

KEY CODING
Key Coding is available
Charges \$2.00/M

ADDRESSING
EMAIL \$75.00/F
FTP \$75.00/F
RUN CHARGE \$8.00/M

SPECIAL INSTRUCTIONS
Sample mail piece required for list owner approval. New first time tests require Prepayment. MODELING AVAILABLE! Good Customer & Regression. Wiland Modeling Available. Inquire Modeling: Types: Good Customer Match, Regression. Data required: 100M. Minimum Order Qty: 50M, \$20/M Scoring Fee, Model Build: 4-6 Weeks

CONTACTS

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