

Orchard Brands Food Gift Buyers



Orchard Brands is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women. Reach multi-buyers purchasing from Orchard and identified as Food Gift buyers through a cooperative database overlay appended to file.

SEGMENTS

997,870	Total Universe / Universe Rate	\$80.00/M
164,095	1 Mos Buyers - Food Mail Order	+ \$10.00/M
489,205	3 Mos Buyers - Food Mail Order	+ \$10.00/M
997,870	12 Mos Buyers - Food Mail Order	+ \$10.00/M
260,255	1 Mos. Buyers - Food / Beverages	+ \$10.00/M
801,287	3 Mos. Buyers - Food / Beverages	+ \$10.00/M
98,935	3 Mos. Byrs 3+ Food Specialty Byrs	+ \$10.00/M
41,985	3 Mos. Byrs 5+ Food Specialty Byrs	+ \$10.00/M
	Publishers Rate	\$65.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Ad Match Inquire!	+ \$25.00/M

DESCRIPTION

Orchard Brands 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.

Orchard Brands Food Gift Buyers are food specialties and beverage buyers identified on the Orchard Brands Masterfile. Marketers can select Food Mail Order sourced buyers, food & beverage buyers, food specialties buyers and select by number of purchases with food category. These are a few of the numerous selects mailers can select on this large file of mostly mature female buyers.

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 Donor Selects: Category cause, multi-donors, mail order donors and charitable giving score (1-10). Categories Include: Animal Welfare, Arts, Children, Environmental/Wildlife, Health, Political, Religious and Veteran Causes. 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 and Identified Christian Families. Political Party: Republican, Democrat, Independent. Inquire for more.

Ailment Data: Arthritis, Diabetes, Cholesterol, Joint Mobility, Senior Issues

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

WILAND MODELING AVAILABLE ! INQUIRE.

View Orchard Brands at: www.orchardbrand.net

ID NUMBERS

Manager ID	
NextMark ID	369989
mIn ID	369989
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/02/2013
New to Manager Counts Through	08/31/2017

DATA CARD MAINTENANCE

New To System	01/02/2013
"New to System" Announcement	01/03/2013
Last Update	09/08/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

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)

PROFILE

Donor by Category Cause (10.00/M)

Category cause
multi-donors
mail order donors and charitable giving score
(1-10). Categories

Political Party (15.00/M)

Republican
Democrat
Independent

Ailment Data (15.00/M)

Arthritis
Diabetes
Cholesterol
Joint Mobility
Prostate/Potency concerns

Reading Interest (8.00/M)

Good Customer Match
Regression

Special Selects

Lifestyle
Cooperative Database Activity
Self-Reported & Donor transactions
Demographic

SELECTS	
Age Range	\$10.00/M
Childs Age Range	\$10.00/M
Childs Date of Birth	\$10.00/M
Date of Birth	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Lifestyle	\$8.00/M
Number of Purchases	\$10.00/M
Number of Children	\$10.00/M
Presence of Child	\$10.00/M
Religion/Religious	\$10.00/M
Model Scoring Fee	\$20.00/M
Gift Giver Score 0-10	\$15.00/M
Mail Order Donors	\$10.00/M
Political Party	\$15.00/M
Ailment Data	\$15.00/M
Reading Interest	\$8.00/M
Food & Beverage	\$10.00/M
Food MOB's	\$10.00/M
FACEBOOK AD MATCH	\$25.00/M
Special Selects	
Income	
POC	

MANAGER
DSA Direct, LLC

AVERAGE INCOME	
Value	\$43,000.00

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	\$8.00/M

EXCHANGES	
Exchange is not allowed	

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

UNIT OF SALE	
Average	\$65.00

GENDER	
Male	20%
Female	72%

& processed will incur a \$100/F cancel fee, \$15/M cancel 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 approval.
 Prepayment for first time users. Good Customer Match, Regression. Date Required: 100M Minimum Order Qty: 50M, Model Build: 4-6 Weeks. Wiland Modeling Available! INQUIRE.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit 3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact