

Orchard Brands Masterfile - Abacus EPSILON Modeling



Orchard Brands Masterfile - Abacus EPSILON Modeling is the premiere file of direct mail and space ad buyers of clothing, footwear, home and health products for men and women generated from their consumer catalogs. Mailers can now have their Abacus built model applied to the Orchard Brands Masterfile.

SEGMENTS

2,831,923	Total Universe / Universe Rate	\$65.00/M
542,250	1 Month Buyers	\$65.00/M
1,413,103	3 Month Buyers	\$65.00/M
1,976,996	6 Month Buyers	\$65.00/M
2,831,923	12 Month Buyers	\$65.00/M
	Publisher & Insurance Mlr Rate	\$60.00/M
	Fundraiser Base Rate	\$60.00/M

ID NUMBERS

Manager ID	
NextMark ID	423925
mIn ID	423925
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/22/2014
New to Manager	
Counts Through	02/29/2016

DATA CARD MAINTENANCE

New To System	10/09/2014
"New to System"	12/23/2014
Announcement	
Last Update	03/07/2016
Next Update	04/08/2016
Update Frequency	MONTHLY

DESCRIPTION

Orchard Brands Masterfile - Abacus Modeling. 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 their consumer catalogs. Mailers can now have their Abacus build model applied to the [Orchard Brands Masterfile](#).

[Orchard Brands Masterfile - Abacus Model](#) file consists of a number of the Orchard Brands titles. Only members of Abacus can have their model built by Abacus applied to the masterfile to identify their best prospects. Prospects are grouped into buckets of ranking from highest to lowest scoring. With over 3 million records, marketers are sure to gain a tremendous universe of very well qualified prospects.

Abacus Models can identify Best List Donors/Buyers/Subscribers, Best Look A Like Customer and more. Get the proven direct mail buyers from Orchard Brands and extract your best prospect profile using your Abacus Model. Orders are net of housefile and dedupped against your prospect files. A great way to find qualified prospects with a clear strategy.

Model Scoring: Cross Member Model Costs are paid by the Mailer to Abacus Directly.

Profile: 72% Female, 20% Male, Avg. Age 55+ Avg. Sale \$50, Avg. HH Income: \$43,000

SELECTS

Abacus Cross Member Model

AVERAGE INCOME

Value **\$43,000.00**

MANAGER

DSA Direct, LLC

MINIMUM ORDER

Minimum Quantity **10,000**

UNIT OF SALE	
Average	\$65.00
GENDER	
Male	20%
Female	72%

Minimum Price **\$300.00**

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 cancellation after mail date and/or merge will be at full rental rate; no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M cancel run charges & shipping/material 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 on all tests or continuations with a changed creative. Prepayment on first time mailers.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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