

## Orchard Brands Masterfile - Wiland Direct Modeling



Orchard Brands Masterfile - Wiland Direct 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 Wiland built model applied to the Orchard Brands Masterfile.

## SEGMENTS

2,740,500	Total Universe / Universe Rate	\$80.00/M
524,800	1 Month Buyers with Wiland Model	+ \$30.00/M
1,367,500	3 Month Buyers with Wiland Model	+ \$30.00/M
1,913,200	6 Month Buyers with Wiland Model	+ \$30.00/M
2,740,500	12 Month Buyers with Wiland Model	+ \$30.00/M
	Publisher & Insurance Mlr Rate	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
	Wiland Scoring Fee	+ \$30.00/M

## ID NUMBERS

Manager ID	
NextMark ID	368054
mIn ID	368054
SRDS ID	

## MEDIA TYPE

Consumer

## SOURCE

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

## GEOGRAPHY

USA

## OPT-IN

## MAINTENANCE

Market Entry	12/14/2012
New to Manager	
Counts Through	04/30/2018

## DATA CARD MAINTENANCE

New To System	12/14/2012
"New to System"	12/17/2012
Announcement	
Last Update	05/22/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

## DESCRIPTION

**Orchard Brands Masterfile - Wiland Direct 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 Wiland build model applied to the [Orchard Brands Masterfile](#).

**Orchard Brands Masterfile - Wiland Direct Model** file consists of several of the brand titles including Blair, Haband Norm Thompson, Solutions, Gold Violin, Drapers & Damon's and Tog Shop. Members of Wiland Direct can have the model built by Wiland for their mailers 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.

**Wiland Models** can identify Best Donors, Best Customer, Comprehensive Response & Correlation, Acquisition Response, Core Revenue Response, Long Term Value, Source Composite, List Affinity, Expanded Universe, Incremental Depth and Dynamic Interaction Models.

**Net Terms Available:** 85% net available on 25M+ 75% Net available on 50M+ \$8/M run chrgs. Inquire!

**Model Scoring:** \$30/M with a \$450/F minimum

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

View Orchard Brands at [www.OrchardBrand.net](http://www.OrchardBrand.net)

**Orchard Brand Titles:** Appleseed's, Bedford Fair, Blair Home, Blair Men's/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Men's/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)

**SELECTS**

Wiland Model Score **\$30.00/M**  
 Run chrgs **\$8.00/M**

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$65.00**

**GENDER**

Male **20%**  
 Female **72%**

**AVERAGE INCOME**

Value **\$43,000.00**

**MINIMUM ORDER**

Minimum Quantity **10,000**  
 Minimum Price **\$500.00**

**COMMISSIONS**

Broker **20%**  
 Agency **15%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **25,000**  
 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. MODELING AVAILABLE: Good Customer Match, Regression. Date Required: 100M Minimum Orde Qtyr: 50M. Model Build: 4-6 Weeks.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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