

Orchard Brands Masterfile - Wiland Direct Modeling



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SEGMENTS

2,740,500	Total Universe / Universe Rate	\$85.00/M
524,800	1 Month Buyers	\$85.00/M
1,367,500	3 Month Buyers	\$85.00/M
1,913,200	6 Month Buyers	\$85.00/M
2,740,500	12 Month Buyers	\$85.00/M
	Publisher & Insurance Mlr Rate	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
	Wiland Scoring Fee Additional Chrg	\$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	07/31/2016

DATA CARD MAINTENANCE

New To System	12/14/2012
"New to System" Announcement	12/17/2012
Last Update	08/01/2016
Next Update	09/08/2016
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.

Model Scoring: \$30/M with a \$300/F minimum

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

View Orchard Brands at www.OrchardBrands.com

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

\$100+	\$30.00/M
\$25+	\$15.00/M

AVERAGE INCOME

Value	\$43,000.00
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MINIMUM ORDER

\$50+	\$20.00/M
\$75+	\$25.00/M
Age	\$10.00/M
Childs Age	\$10.00/M
Credit Card Buyers	\$10.00/M
Demographic	\$10.00/M
Donors	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$8.00/M
Presence of Child	\$10.00/M
Cooperative Database Buying Activity	\$10.00/M
Wiland Model Score	\$30.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$65.00**

GENDER

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

Minimum Quantity	10,000
Minimum Price	\$300.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

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

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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

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