

Pampered Pets BTB



A DSA EXCLUSIVE! Pampered Pets BTB by DSA is a proprietary file of dog and cat groomers, pet resorts, spa's, kennels and other pampered pet related businesses. Updated monthly and new to file records being added. File contains all business address and some with contact names and phone numbers.


SEGMENTS

10,000	Total Universe / Universe Rate	\$75.00/M
10,000	Groomers, Vets, Kennel Owners	\$75.00/M
	New to File Pet Related Business	\$85.00/M
	Updated Monthly	

ID NUMBERS

Manager ID	
NextMark ID	378780
mIn ID	378780
SRDS ID	

MEDIA TYPE

Business 

SOURCE

Compiled lists, Direct mail sold, Internet/On-Line, Directories

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/19/2013
New to Manager	04/22/2013
Counts Through	03/31/2017

DATA CARD MAINTENANCE

New To System	04/19/2013
"New to System"	04/22/2013
Announcement	
Last Update	04/12/2017
Next Update	05/05/2017
Update Frequency	MONTHLY

DESCRIPTION

Pampered Pets BTB by DSA is a **EXCLUSIVE TO DSA** proprietary file of dog and cat groomers, pet salons, resorts, spa's and other pampered pet related businesses. Updated monthly and new to file records being added. File contains all business address and some with contact names and phone numbers.

A perfect file for pet catalogers, publishers and non-profit animal humane appeals. File updates monthly.

SELECTS

Geo/Geographical	\$8.00/M
Contact Name	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	25%
Female	70%

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

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 rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees. Email Orders; Cancellation after testing is at full charges.

KEY CODING

Key Coding is available

Charges **\$2.00/M**

ADDRESSING

FTP **\$75.00/F**

Email **\$75.00/F**

SPECIAL INSTRUCTIONS

Sample mail piece required. Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact