

## 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	08/31/2017

### DATA CARD MAINTENANCE

New To System	04/19/2013
"New to System"	04/22/2013
Announcement	
Last Update	09/07/2017
Next Update	10/06/2017
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

<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

### EXCHANGES

Exchange is not allowed

### REUSE

<b>Reuse is allowed</b>	
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