

Pampered Pooch Pet Product Buyers by DSA



Pampered Pooch Pet Product Buyers by DSA are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases.

SEGMENTS

326,653	Total Universe / Universe Rate	\$75.00/M
150,426	1 Mos. Pet Product Buyers	\$85.00/M
193,454	3 Mos. Pet Product Buyers	\$80.00/M
326,653	12 Mos. Pet Product Buyers	\$75.00/M
51,506	3 Mos \$25+ Pet Prod. Byrs & Donors	+ \$10.00/M
	At EMail Address	\$85.00/M

DESCRIPTION

Pampered Pooch Pet Product Buyers by DSA are mostly female direct mail buyers of dog and cat toys, bowls, leashes, beds and cat play towers pet products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. Pampered Pooch Pet Product Buyers is a select off of the large comprehensive masterfile called, American Consumer Database.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains subscriber and donor activity on each record. Mailers can select buyers and subscribers to fashion publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

Special Selects: # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Marital Status, Dog or Cat Owners, Reader Interest, Women's Fashion, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

MINIMUM: 7,500 postal mailing

ID NUMBERS

Manager ID	
NextMark ID	421636
mIn ID	421636
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct mail sold, Multi Sourced, Buyers, Multi-buyers, Catalog

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/08/2014
New to Manager	09/01/2014
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	09/08/2014
"New to System" Announcement	09/09/2014
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

SELECTS	
Dollar Amount - AP	\$8.00/M
Number of Purchases	\$8.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Age/Income	\$10.00/M
Lifestyle	\$8.00/M
Reader Interest	\$8.00/M
Multi-Buyers	\$8.00/M
Presence of Children	\$10.00/M
Credit Card Buyers	\$10.00/M
Product Categories	\$10.00/M
Cat or Dog Pet Owner	\$8.00/M
House Charge Card	\$10.00/M
Direct Mail Sold Only	\$10.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$50.00**

GENDER
 Male **15%**
 Female **85%**

AVERAGE INCOME
 Value **\$45,000.00**

MINIMUM ORDER
 Minimum Quantity **7,500**
 Minimum Price **\$450.00**

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 cancelled 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.

KEY CODING
Key Coding is available
 Charges **\$2.00/M**

ADDRESSING
 FTP **\$75.00/F**
 EMAIL **\$75.00/F**
 RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS
 Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722
★ = Primary contact				