

Pay Later Shop Now Buyers



Pay Later Shop Now Buyers file consists of buyers purchasing from a variety of offers that provide flexible payment terms. They are shopping for apparel, collectibles, accessories, gifts, home furnishings, general mdse and other items. They get the products they want and easy payment terms with instant credit lines, deferred billing arrangements, payment plans and other options that allow them to shop freely.

SEGMENTS		
4,551,200	Total Universe / Universe Rate	\$80.00/M
400,000	1 Mos. Buyers	\$80.00/M
1,221,500	3 Mos. Buyers	\$80.00/M
652,600	3 Mos. Female Buyers	\$80.00/M
243,200	3 Mos. Hispanic Buyers	+ \$12.00/M
4,551,200	12 Mos Buyers	\$80.00/M
	At Email Address	+ \$25.00/M
	Fundraisers Base Rate	\$75.00/M
182,500	1 Mos. Deferred Billing Electronics Byrs	\$80.00/M
71,500	1 Mos. Deferred Billing Health/Beauty Buyers	\$80.00/M

DESCRIPTION

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NEW PRICING! \$80/M base includes most selects (exceptions include Ethnicity, Ailments, Phone #'s. Inquire!)

Profile: 60% Female, 40% Male, Avg Income: \$45K, Avg Age 45

Special Selects: Age, Income, Pres. of Children, Hispanics, African Americans, Multi-Buyers, Type of payment Cash, Deferred, Bank Credit Card, Purchase Amount, Product Category: Apparel, Jewelry, Garden, Gift, Children, Health/Beauty, Pet, Movies/Music, Books/Magazines and more. Inquire

Telemarketing Orders: Script required for approval, SAN# w/Expiration Date and Mailer company name info. All phone number provided are scrubbed prior to shipping. Scrub report required on all telemarketer users of the file.

Email Orders: Minimum 25,000

All email addresses are all opted in to 3rd party offers. Prepayment required on all email orders. Creative Requirements: HTML & Text format. Complete Creative must be approved prior to scheduling deployment date. Creative changes after initial testing phase, will incur \$100/F for each change. Creative Services available \$275/F. Creative must contain: Client name & address and unsubscribe link. Client to provide Subject Line information and Seed Email Addresses. All orders Include: 2 Test emails and Tracking Report with delivered, opens, click thru data. Suppression: \$5/M. Personalization is not available. Deployment: \$25/M

ID NUMBERS

Manager ID	
NextMark ID	412506
mIn ID	412506
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced, Direct Mail Purchases/Credit Card Transactions/Ov

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	05/05/2014
New to Manager	
Counts Through	05/31/2018

DATA CARD MAINTENANCE

New To System	04/23/2014
"New to System"	05/06/2014
Announcement	
Last Update	06/21/2018
Next Update	07/09/2018
Update Frequency	MONTHLY

PROFILE**Product Purchase Category**

Apparel
 Jewelry
 Garden
 Gift
 Children
 Health/Beauty
 Pet
 Movies/Music
 Books/Magazines

EMAIL ORDERS

EMAIL ORDERS 25,000

SELECTS		AVERAGE INCOME		
Gender/Sex	\$8.00/M	Value	\$45,000.00	
Geo/Geographical		MINIMUM ORDER		
Demographic	\$8.00/M	Minimum Quantity	7,500	
Lifestyle Interests	\$8.00/M	Minimum Price	\$500.00	
Ethnic/Ethnicity	\$12.00/M	COMMISSIONS		
Product Purchase Category		Broker	20%	
Credit Card Type		Agency	15%	
Donor by Category Cause		NET NAME ARRANGEMENTS		
Phone Number	\$25.00/M	Net Name is allowed		
Multi-Buyers	\$8.00/M	Floor	85%	
Age		Minimum Quantity	50,000	
Income		Run Charges	\$8.00/M	
Pres. of Children		EXCHANGES		
Hispanics	\$12.00/M	Exchange is not allowed		
African Americans	\$12.00/M	REUSE		
Type of Payment Cash		Reuse is allowed		
Deferred		Minimum Quantity	0	
Bank Credit Card		Run Charge		
Purchase Amount		CANCELLATION		
DEPLOYMENT	\$25.00/M	Charges	\$100.00/F	
EMAIL ORDERS		CANCELLATION INSTRUCTIONS		
MANAGER		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.		
DSA Direct, LLC		KEY CODING		
UNIT OF SALE		Key Coding is available		
Average	\$50.00	Charges	\$2.00/M	
GENDER		ADDRESSING		
Male	40%	EMAIL	\$75.00/F	
Female	60%	FTP	\$75.00/F	
		RUN CHARGE	\$8.00/M	
		SUPPRESSION	\$5.00/M	
		SPECIAL INSTRUCTIONS		
		Sample Mail Piece required for list owner approval. Prepayment on first time mailers. Prepayment on all telemarketing and email orders.		
CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

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★ = Primary contact

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