

**Personalized Gift Greeting Card Buyers by DSA**



Personalized Gift Greeting Card Buyers file consists of mostly mail order multi-buyers of personalized gifts and greeting cards. The mostly female buyers are purchasing personalized t-shirts, cups, mugs, plaques and greeting cards. They enjoying making their gift giving extra special. All greeting card buyers are multi-buyers making them exceptionally responsive to specialty offers!

**SEGMENTS**

475,000	Total Universe / Universe Rate	\$75.00/M
35,000	1 Mos. Multi-Buyers	\$10.00/M
100,000	3 Mos Multi- Buyers	\$5.00/M
77,584	12 Mos. Personalized Product Buyers	\$80.00/M
461,996	12 Mos. Greeting Card Buyers	\$80.00/M
	Fundraiser Rate / Enhancements Add'l	\$75.00/M
	At Email Address	+ \$25.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	485215
mIn ID	485215
SRDS ID	

**MEDIA TYPE**

Consumer	
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**SOURCE**

Direct mail sold, Multi-buyers, Buyers, Multi Sourced, mail order, donor, subscription transactions, Compiled lists

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	09/11/2017
New to Manager	09/08/2017
Counts Through	12/31/2017

**DATA CARD MAINTENANCE**

New To System	09/11/2017
"New to System" Announcement	09/12/2017
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

**DESCRIPTION**

**Personalized Gift Greeting Card Buyers** file consists of mostly mail order multi-buyers of personalized gifts and greeting cards. The mostly female buyers are purchasing personalized t-shirts, cups, mugs, plaques and greeting cards. They enjoying making their gift giving extra special. All greeting card buyers are multi-buyers making them exceptionally responsive to specialty offers!

Special Selects:

Age, Income, Gender, Children by Age Range, Donor by Causes, Product Categories: Personalized Gifts, Greeting Cards, by Theme such as Crafts, Pets Dogs Cats, Horses, Motorcycles, Nascar and Inspiration, Interest in Bible/Devotional. # of purchases, average purchase amount.

Minimum for Emails: 25,000

Includes 2 tests, deployment and tracking reports. Personalization available. Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line & seed list. Creative must contain client name and address. Additional test blasts at \$100/ per additional test. Creative Services Available.

**SELECTS**

Age	\$6.00/M
Childs Age Range	\$6.00/M
Demographic	\$6.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$6.00/M
Lifestyle	\$6.00/M
Product Category	\$6.00/M
Multi-Buyer: 2+, 3+	\$6.00/M

**AVERAGE INCOME**

Value	\$40,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

Donors by Category Cause	<b>\$6.00/M</b>
Cross Stitch	<b>\$6.00/M</b>
Sewing	<b>\$6.00/M</b>
Quilting	<b>\$6.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	<b>\$35.00</b>
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**GENDER**

Male	<b>15%</b>
Female	<b>85%</b>

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

**CANCELLATION**

Charges	<b>\$100.00/F</b>
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**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**

<b>Key Coding is available</b>	
Charges	<b>\$2.00/M</b>

**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required on Tests for Approval. Tests and Email Orders are on a prepayment basis.

**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