

## Seniors with Mobility Issues by DSA



Seniors with Mobility Issues by DSA provides a mostly age 50+ buyers of mobility related health products and ailment remedies. The mostly direct mail purchases are for products to help alleviate chronic health conditions such as arthritis, joint and orthopedic ailments that impede their mobility.

### SEGMENTS

236,000	Total Universe / Universe Rate	\$85.00/M
98,000	1 Month Buyers	+ \$10.00/M
145,000	3 Month Buyers	+ \$5.00/M
236,000	12 Month Buyers	\$85.00/M
	At Email Address	\$100.00/M
	Fundraisers	\$75.00/M
	Publishers	\$70.00/M

### ID NUMBERS

Manager ID	
NextMark ID	356746
mIn ID	356746
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/05/2012
New to Manager	10/05/2012
Counts Through	12/31/2016

### DATA CARD MAINTENANCE

New To System	10/05/2012
"New to System"	10/08/2012
Announcement	
Last Update	01/12/2017
Next Update	02/10/2017
Update Frequency	MONTHLY

### DESCRIPTION

**Seniors with Mobility Issues by DSA** provides a mostly age 50+ buyers of mobility related health products and ailment remedies. The mostly direct mail purchases are for products to help alleviate chronic health conditions such as arthritis, joint and orthopedic ailments that impede their mobility.

The mobility issues due to chronic conditions may be a result of a disability or aging challenges in daily living activities such as walking, bathing and caring for themselves. The products purchased all relate to mobility issues and is a well suited audience for health products, subscriptions, newsletters, pharmacy discounts, insurance and non-profits. File updates monthly and is available at postal and email address.

**Selects:** Ailments: Arthritis, Diabetes, Diet/Weight Loss, Cardiac health, Joint Mobility, Prostate. Demographic; age, income, Lifestyle interests, Donor Activity: Health Causes, Veteran, and Political. Subscribers: Magazines: Health, Diet, Fitness, And Ailment. Book Buyers.

**Email:** 25,000 Minimum - All email addresses have been opted in for 3rd party offers.

HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Prepayment required on all email orders.

### SELECTS

Age	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$10.00/M
Democratic	\$10.00/M
Lifestyle Interests	\$8.00/M
Magazine Book Buyers	\$10.00/M
Donor by Category Cause	\$10.00/M
Ailment	\$15.00/M
Multi-Buyers	\$8.00/M
Dollar Amount	\$8.00/M

### MANAGER

DSA Direct, LLC

### AVERAGE INCOME

Value	\$35,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

### 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

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	80%
Female	20%

**EXCHANGES**  
Exchange is not allowed

**REUSE**  
Reuse is allowed

Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**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.

**KEY CODING**  
Key Coding is available

Charges	\$2.00/M
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**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**  
Sample required for list owner approval. Prepayment on first time test orders and all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact