

Stretch Your Dollar Shoppers by DSA



Stretch Your Dollar Shoppers are determined to get the most for their hard earned cash. Buyers are purchasing from marketers that offer deep discount pricing, easy credit terms, membership perks with loyalty discounts, close out sales and pop up flash sales. File consists of 100% buyers of a variety of merchandise.

SEGMENTS

5,000,000	Total Universe / Universe Rate	\$75.00/M
420,000	1 Mos. Buyers	\$80.00/M
1,260,000	3 Mos. Buyers	\$75.00/M
5,000,000	12 Mos. Buyers	\$75.00/M
	Fundraising / Insurance Base Rate	\$70.00/M

ID NUMBERS

Manager ID	
NextMark ID	541335
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct response, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/15/2019
New to Manager	08/12/2019
Counts Through	09/30/2019

DATA CARD MAINTENANCE

New To System	08/12/2019
"New to System"	08/16/2019
Announcement	
Last Update	10/14/2019
Next Update	11/06/2019
Update Frequency	MONTHLY

DESCRIPTION

Stretch Your Dollar Shoppers are determined to get the most for their hard earned cash. Buyers are purchasing from marketers that offer deep discount pricing, easy credit terms, membership perks with loyalty discounts, close out sales, pop up flash sales and accept prepaid credit cards, cash and debit cards as well as bank cards. File consists of 100% buyers of a variety of merchandise and is enhanced with demographics and lifestyle selects.

Special Selects:

Age, Income, Gender, Mail Order Buyers, Debit Card Shoppers, Credit Card, Club Members, Product Category, Demographic & Lifestyle selects available.

Product Selects: Apparel/Fashion Clothing, Electronics, Home Décor/Wares, Pet Products, Seasonal Décor, Craft/Art Supplies, Sporting Goods

Demographics: Mostly Female, Avg Age 50, Income \$40K

Postal Minimum 7,500

PROFILE

Product Category (8.00/M)

Apparel/Fashion Clothing
 Electronics
 Home Décor/Wares
 Pet Products
 Seasonal Décor
 Craft/Art Supplies
 Sporting Goods

SELECTS

Age **\$8.00/M**

AVERAGE INCOME

Value **\$40,000.00**

Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Presence of Child	\$8.00/M
Direct Mail Buyers	\$8.00/M
Product Category	\$8.00/M
Mail Order Buyers	
Debit Card Shoppers	
Credit Card	
Club Members	

MANAGER
DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	30%
Female	70%

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
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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 cancellation 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
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact