

The Pet Stop - Consumer



The Pet Stop for Consumers reaches pet owners that are responding to offers from brand name firms offers for pet food, pet medications and other pet related products and services. NEW! Base \$75/M, inclds basic selects on orders 10M+


SEGMENTS

2,346,271	Total Universe / Universe Rate	\$75.00/M
136,447	1 Mos Dog Owners & Pet Product Byrs	\$75.00/M
123,907	1 Mos Cat Owners & Pet Product Byrs	\$75.00/M
294,303	1 Mos. Pet Owners Pet Product Byrs	\$75.00/M
592,333	3 Mos Pet Owners Pet Product Byrs	\$75.00/M
2,346,271	12 Mos. Pet Owners & Product Byrs	\$75.00/M
	Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	342884
mIn ID	342884
SRDS ID	

MEDIA TYPE

Business 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/25/2012
New to Manager	04/10/2012
Counts Through	03/31/2016

DATA CARD MAINTENANCE

New To System	06/25/2012
"New to System"	06/26/2012
Announcement	
Last Update	04/01/2016
Next Update	05/06/2016
Update Frequency	MONTHLY

DESCRIPTION

The Pet Stop for Consumers reaches pet owners that are responding to offers from major brand name firms for offers for pet food, pet medications and other pet related products and services. These responsive pet owners are responding to offers for pet products and services and the email file have all opted in to third party offers. File is overlaid with mail order buyer indicators, demographic and lifestyle attributes.

NEW! Base \$75/M postal, inclds basic selects on

orders 10M+

A perfect file for pet catalogers, publishers and non-profit animal humane appeals. File updates monthly.

Selectable: Dog Owners, Cat Owners

Available at Postal & Email Address

Minimum for Emails: 25,000

Email Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

SELECTS

Ethnic **\$15.00/M**

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$20.00**

GENDER

Male **25%**
Female **70%**

AVERAGE INCOME

Value **\$50,000.00**

MINIMUM ORDER

Minimum Quantity **7,500**
Minimum Price **\$500.00**

COMMISSIONS

Broker **20%**
Agency **15%**

NET NAME ARRANGEMENTS

Net Name is allowed
Floor **85%**

Minimum Quantity **50,000**
 Run Charges **\$15.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed
 Minimum Quantity **0**
 Run Charge

CANCELLATION

Charges **\$100.00/F**

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. Email Orders; Cancellation after testing is at full charges.

KEY CODING

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

ADDRESSING

FTP **\$75.00/F**
 Email **\$75.00/F**

SPECIAL INSTRUCTIONS

Sample mail piece required. Prepayment on new tests. Email orders are accepted on a prepayment basis. Available at Postal & Email Address Minimum for Emails: 25,000 Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire. Creative required for approval. HTML & Plain Text needed for Email. Client to supply. subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

CONTACTS

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