

Wedding Product Buyers by DSA Direct



Wedding Product Buyers by DSA consists of buyers of wedding related products from several premiere sources of transactional data. The sources on this file include mail order, donor and subscription transactions. The products buyers are purchasing includes wedding dresses, accessories and footwear.

SEGMENTS

135,811	Total Universe / Universe Rate	\$75.00/M
25,000	1 Mos. Hotline Buyers	\$85.00/M
45,000	3 Mos. Buyers	\$80.00/M
39,000	3 Mos. \$75+ AP Buyers	+ \$10.00/M
135,118	12 Month Buyers	\$75.00/M
	Publisher / Fundraiser Base	\$100.00/M

ID NUMBERS

Manager ID	
NextMark ID	359350
mIn ID	359350
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/23/2012
New to Manager	08/19/2010
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	10/22/2012
"New to System" Announcement	10/24/2012
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Wedding Product Buyers by DSA consists of buyers of wedding related products from several premiere sources of transactional data. The sources on this file include mail order, donor and subscription transactions. The specific products buyers are purchasing include buyers of wedding dresses, accessories and footwear.

The buyers are mostly females between the ages of 18-45. Recency is derived from direct mail transactional activity, but mailers can select donor and subscriber transaction activity as well. File available at postal and email address.

Special Selects:

Age, Income, Marital Status, Children by Age Range, Donor, Homeowner, Product, Average Dollar Amount spent and Multi-Buyers

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	\$10.00/M
Childs Age Range	\$10.00/M

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Marital Status	\$10.00/M
Multi Donor	\$10.00/M
Product Category	\$10.00/M
Multi-Buyer: 2+, 3+	\$10.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average \$50.00

GENDER
 Male 8%
 Female 90%

Minimum Quantity	10,000
Minimum Price	\$500.00

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 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
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 on Tests for Approval. Tests and Email Orders are on a prepayment basis.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact