

Yum Yum Food Gift Buyers by DSA



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SEGMENTS

982,585	Total Universe / Universe Rate	\$75.00/M
286,257	1 Mos. Food Gift Buyers	\$85.00/M
441,554	3 Mos. Food Gift Buyers	\$80.00/M
982,585	12 Mos. Food Gift Buyers	\$75.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	421635
mIn ID	421635
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Catalog, Multi-buyers, Multi Sourced, Direct mail sold, Buyers

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/08/2014
New to Manager	09/01/2014
Counts Through	02/28/2018

DATA CARD MAINTENANCE

New To System	09/08/2014
"New to System"	09/09/2014
Announcement	
Last Update	03/07/2018
Next Update	04/09/2018
Update Frequency	MONTHLY

DESCRIPTION

Yum Yum Food Gift Buyers by DSA are mostly female direct mail buyers of candies, coffee, gourmet foods, jams and jellies and baked goods products. The purchases are all from transactional activity from a number of catalogs, space ads and online purchases. Yum Yum Food Gift Buyers is a select off of the large comprehensive masterfile called, American Consumer Database.

Recency on this file is pulled from the last mail order transactional activity. Multi-purchase within category is selectable and dollar is maintained average purchase. This file contains subscriber and donor activity on each record. Mailers can select buyers and subscribers to fashion publications, donors and buyers of other product categories as well. Target your ideal prospect with this strong file! Inquire further!

Special Selects: # of purchases within category, Product Category, Dollar Select Avg. Purchase or Last Purchase, Age, Income, Presence of Children, Marital Status, Reader Interest, Women's Fashion, Health, Home Products, Children, Credit Card Buyers, House Charge Card, Cash Purchase Method. Inquire for more!

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Please pre-clear creative for approval prior to ordering.

Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided.

Prepayment required on all email orders.

MINIMUM: 7,500 postal mailing

SELECTS	
Dollar Amount - AP	\$10.00/M
Number of Purchases	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Age/Income	\$10.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Reader Interest	\$8.00/M
Multi-Buyers	
Presence of Children	
Credit Card Buyers	
Product Categories	
Women's fashion	
Health	
Home Products	
House Charge Card	
Cash Purchase Method	

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	15%
Female	85%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$450.00

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 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

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 require prepayment. Minimum for Emails: 25,000 Includes 2 tests, deployment and tracking reports. Personalization available. Additional test blasts at \$100/per additional test.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact