


## Zoo, Aquarium, National Park Attendees by DSA

Zoo, Aquarium, National Park Attendees by DSA. Guests visiting zoos, aquariums, national parks are avid wildlife and nature advocates. They visit these places for education, entertainment and to appreciate wildlife, often times bringing their children. They are identified as frequent or repeat attendees by mobile location tracking.

### ID NUMBERS

**Manager ID**  
**NextMark ID** 528103  
**mIn ID** 528103  
**SRDS ID**

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Direct response, Internet/On-Line, Opt-in e-mail, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry 02/13/2019  
 New to Manager 12/28/2018  
 Counts Through 12/31/2019

### DATA CARD MAINTENANCE

New To System 01/04/2019  
 "New to System" 02/14/2019  
 Announcement  
 Last Update 01/22/2020  
 Next Update 02/07/2020  
 Update Frequency MONTHLY

### SEGMENTS

2,840,000	Total Universe / Universe Rate	\$80.00/M
237,000	30-Day Zoo Attendees	\$80.00/M
25,000	30-Day Aquarium Attendees	\$80.00/M
385,200	30-Day National Parks	\$80.00/M
131,400	30-Day Museums	\$80.00/M
	Email Campaign	+ \$25.00/M

### DESCRIPTION

**Zoo, Aquarium, National Park Attendees by DSA** Guests visiting zoos, aquariums and national parks are avid wildlife advocates. They visit these places for education, entertainment and to appreciate wildlife, often times bringing their children. This file is sourced from mobile phones that connect to location wi-fi. They are identified as frequent or repeat attendees. By using this file, marketers gain insight into attendees interests and can provide them with relevant offers such as animal welfare appeals, products and services. This file is available at postal and email address.

Based upon tracking information gathered from mobile devices that connect with retailer's Wi-Fi networks, marketers gain access to prospects interests. Available attendee segments include; Zoos/Aquariums, Museums and Art Galleries. The file is well enhanced with demographic and lifestyle interest selects to help narrow down your audience to reach top prospects. All mailers must provide creative / mail piece for approval.

#### Selects:

Locations: Aquariums, Zoo, Art Galleries, Museums, Movie Theaters, Amusement Parks, Sports Arenas, Recreational Areas, Libraries, Golf Courses and more  
 Retail Categories: Art/Galleries, Auto Body, Bakeries, Book Stores, Car Rental, Clothing, Cosmetics, Department Store, Electronics, Florist, Furniture Store, Gym, Hair Salon, Hardware, Health Store, Home Goods, Jewelry, Museums, Pay Day Loan Store, Pet Stores, Pharmacies, Restaurants, Veterinarian, Yoga Studio, Zoo's. Demographic and Lifestyle Interests selectable.

#### Updated Monthly

#### Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress housefile, inquire. Prepayment required on all email

### SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$8.00/M
Presence of Child	\$10.00/M

### AVERAGE INCOME

Value not available

### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

### COMMISSIONS

Broker 20%

Place by Names **\$15.00/M**  
 Email Campaign **\$25.00/M**

Agency **15%**

**MANAGER**  
**DSA Direct, LLC**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **50,000**  
 Run Charges **\$8.00/M**

**GENDER**

Male **35%**  
 Female **65%**

**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 cancellation run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**  
 Charges **\$3.00/M**

**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 and all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact