

Active Mail Order Senior Buyers by DSA



Active Mail Order Senior Buyers love a deal! They are shopping with their credit card for a variety of products with very irresistible incentives. Buyers purchase health & beauty products, general mdse., services, publications, discount memberships, travel and insurance. The shoppers are motivated by compelling enticements such as free samples, free trials, discounts, and other incentives.

SEGMENTS

1,197,500	Total Universe / Universe Rate	\$65.00/M
100,000	1 Mos. Senior Buyers	\$75.00/M
35,000	1 Mos. Male Senior Buyers	+ \$8.00/M
75,000	1 Mos. Female Senior Buyers	+ \$8.00/M
325,000	3 Mos. Senior Buyers	\$70.00/M
778,375	12 Mos. Age 65+ Senior Buyers	+ \$8.00/M
95,000	12 Mos. Hispanic Buyers	+ \$10.00/M
1,197,500	12 Mos. Buyers	\$65.00/M
	Digital Campaigns - Inquire	\$35.00/M

DESCRIPTION

Active Mail Order Senior Buyers love a deal! They are shopping with their credit card for a variety of products with very irresistible incentives. Buyers purchase health & beauty products, general merchandise, credit consolidation services, publications, discount memberships, travel and insurance. The shoppers are motivated by compelling enticements such as free samples, free trials, discounts, and other incentives. The majority of the buyers are age 50+ and direct mail sourced. The file is overlaid with enhancements for added select options.

Special Selects:

Dollar Amount Spent, Sweepstakes Entrants, Direct Mail Buyers, Online Shoppers, Age, Income, Homeowners, Marital Status, Ethnicity, Presence of Children in Household, Demographic & Lifestyle selects available.

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

Postal Minimum 7,500

Digital Campaign: \$35/M 25,000 Min. Media Buy and Campaign monetization available for additional fee.

For more info contact [DSA Direct](#)

ID NUMBERS

Manager ID	
NextMark ID	292722
mIn ID	149065
SRDS ID	927666-000

MEDIA TYPE

Consumer

SOURCE

Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/12/2010
New to Manager	08/12/2010
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System" Announcement	08/17/2010
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Broker	20%
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Marital Status	\$8.00/M
Presence of Child	\$8.00/M
Direct Mail Buyers	\$8.00/M
Online Buyers	\$8.00/M
Sweepstakes Entrants	\$8.00/M
Digital Campaign	\$35.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$45.00

GENDER

Male 29%
 Female 68%

Agency 15%

NET NAME ARRANGEMENTS

Net Name is allowed

Floor 85%
 Minimum Quantity 50,000
 Run Charges \$85.00/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 cancellation 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 for List Owner Approval. Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact