American Beauty by DSA

American Beauty by DSA are direct mail buyers of Beauty & Cosmetic Products. Mostly females age 40+ spending on avg. $25 for cosmetics and beauty products. Buyers are from the American Consumer Database which consists of multi-transactions from direct mail and online. All buyers are multi-buyers and are purchasing value priced products.

SEGMENTS

525,000	Total Universe / Universe Rate	$75.00/M
75,000	1 Mos. Hotline Buyers	$85.00/M
185,000	3 Mos. Buyers	$80.00/M
525,000	12 Mos. Buyers	$75.00/M
	Fundraiser Base Rate	$75.00/M
	Email Campaign - 25M Minimum	+ $25.00/M
	Digital Campaign	+ $10.00/M

ID NUMBERS

Manager ID
NextMark ID 602819
mIn ID 602819
SRDS ID

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Buyers, Multi-buyers, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	**05/31/2022**
New to Manager	**06/01/2022**
Counts Through	**01/31/2024**

DATA CARD MAINTENANCE

New To System	**05/31/2022**
"New to System" Announcement	**06/01/2022**
Last Update	**02/08/2024**
Next Update	**03/08/2024**
Update Frequency	**MONTHLY**

DESCRIPTION

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Minimum: 7,500 Postal

Digital Campaign: Add Digital to Postal Mailing $10/M. Digital Only: $40/M; Media Buy & Campaign Monetization Separate Fee.

Email: Opt-In Email with deployment Base + $25/M, 25,000 Min.
Prepayment on all email orders. Creative Requirements: HTML & Plain Text. Include client name & address and opt out option. Creative services available for add'l fee $275+. Client to provide Subject Line, From/To, Seed List. 2 Tests included, additional testing $150/F per test. Two tracking reports with delivered, opened, click thru. Personalization available. House file suppression available.

CONTACT DSA for information

PROFILE

Product Category (8.00/M)
Women's
Men's
Children
Large Size
Intimates
Swimwear
Footwear
Beauty/Cosmetics

Health Products
Health Supplements
Ailments
Children Mdse
Collectibles by Category
Crafts by Category
Food/Gifts
Gardening
Gifts
Home Decor
Home Furnishings
Jewelry
Linens
Magazines
Books
Sporting Goods
Toys
Travel/Luggage

Interests (8.00/M)
Reading by Category
Americana
Aviation
Bird Watching
Horse/ Western / Equestrian
NASCAR
Motorcycles
Sports
Travel
Beauty/Fashion
Hobbies
Crafts
Cooking
Diet/Nutrition
Health
Fitness
Gardening
Outdoors
Woodworking
Christian Families
Bible/Devotional Reading

SELECTS

Age	**$8.00/M**
Demographic	**$8.00/M**
Donors by Category	**$8.00/M**
Ethnic/Ethnicity	**$12.00/M**
Gender/Sex	**$8.00/M**
Geo/Geographical	**$8.00/M**
Income Select	**$8.00/M**
Lifestyle	**$8.00/M**
Presence of Child	**$8.00/M**
Product Category	**$8.00/M**
Multi-Buyer: 2+, 3+	**$8.00/M**
Interests	**$8.00/M**
Avg. Purchase Amount	**$8.00/M**
Digital Campaign	**$10.00/M**

MANAGER
DSA Direct, LLC

UNIT OF SALE

Average	**$25.00**

AVERAGE INCOME

Value	**$35,000.00**

MINIMUM ORDER

Minimum Quantity	**7,500**
Minimum Price	**$450.00**

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

GENDER

Male	**15%**
Female	**85%**

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

KEY CODING

Key Coding is available

Charges	**No charge**

ADDRESSING

FTP	**$75.00/F**
EMAIL	**$75.00/F**
RUN CHARGE	**$8.00/M**

SPECIAL INSTRUCTIONS

Sample Mail Piece required on Tests for Approval. Prepayment required on all Email & Telemarketing orders. Telemarketing: SAN# and expiration date required. Email Orders: Creative is due 3-5 business days prior to testing, once test is approved, launched date is determined. Creative must contain: Client name/address, Opt out of future Emails & an unsubscribe response vehicle. Creative required in HTML & Text versions. We provide Tracking report with Delivered Qty, Opens & Click Thru Rates.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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