

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	11/30/2022

DATA CARD MAINTENANCE

New To System	05/31/2022
"New to System"	06/01/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

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.

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		AVERAGE INCOME	
Age	\$8.00/M	Value	\$35,000.00
Demographic	\$8.00/M	MINIMUM ORDER	
Donors by Category	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$12.00/M	Minimum Price	\$450.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Income Select	\$8.00/M	Agency	15%
Lifestyle	\$8.00/M	NET NAME ARRANGEMENTS	
Presence of Child	\$8.00/M	Net Name is allowed	
Product Category	\$8.00/M	Floor	85%
Multi-Buyer: 2+, 3+	\$8.00/M	Minimum Quantity	50,000
Interests	\$8.00/M	Run Charges	\$8.00/M
Avg. Purchase Amount	\$8.00/M	EXCHANGES	
Digital Campaign	\$10.00/M	Exchange is not allowed	
MANAGER		REUSE	
DSA Direct, LLC		Reuse is allowed	
UNIT OF SALE		Minimum Quantity	0
Average \$25.00		Run Charge	
GENDER			
Male	15%		

Female

85%

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
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact