

## American Home Security Product Buyers by DSA



American Home Security Product Buyers by DSA provides a mostly age 50+ buyer of a variety of safety devices such as safety lights, monitors, fall and medical alert alarms, security bars, safety railings, and more. Buyers seek safety, independence, and ease of mobility in their homes and is well suited for offers for general Mdse, health, insurance, electronics, and gadgets.

### SEGMENTS

615,374	Total Universe / Universe Rate	\$75.00/M
228,797	1 Mos. Buyers	\$85.00/M
336,785	3 Mos. Buyers	\$80.00/M
615,374	12 Mos. Buyers	\$75.00/M
268,114	3 Mos. \$50+ Buyers	+ \$8.00/M
69,186	3 Mos. Male Buyers	+ \$8.00/M
	Fundraiser Base Rate	\$65.00/M

### ID NUMBERS

Manager ID	
NextMark ID	576979
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	03/19/2021
New to Manager	03/19/2021
Counts Through	03/31/2021

### DATA CARD MAINTENANCE

New To System	03/19/2021
"New to System" Announcement	03/22/2021
Last Update	04/07/2021
Next Update	05/07/2021
Update Frequency	MONTHLY

### DESCRIPTION

**American Home Security Product Buyers by DSA** provides a mostly age 50+ buyer of a variety of safety devices such as safety lights, monitors, fall and medical alert alarms, security bars, safety railings, anti-slip rugs, fire extinguishers, and more. Buyers seek safety, independence, and ease of mobility in their homes. Audience is well suited for general Mdse, health, insurance, subscriptions, electronics, and gadget offer.

Marketers can select by direct mail or online purchases, avg. amount spent, and number of purchases. Purchase transactions are from the from the large multi-sourced American Consumer Database. This database offers numerous select options. Inquire for more details.

**Special Selects** Homeowners, Subscribers, House Charge Card Shoppers, Online vs Direct Mail. Inquire

### Monthly Updates

### Modeling Available:

25,000 Minimum, \$25/M scoring fee. Best Prospect Mode

**Email Available** thru Opt-in to 3<sup>rd</sup> Party Data append

Data available for **Social Media**/Digital Campaigns - Inquire

For more info contact [DSA Direct](#)

### SELECTS

Age/Income	\$8.00/M
Credit Card Buyers	\$8.00/M
Demographic	\$8.00/M
Direct Mail Sold Only	\$8.00/M
Dollar Amount - AP	\$8.00/M
Ethnic/Ethnicity	\$15.00/M

### AVERAGE INCOME

Value	\$45,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
House Charge Card	\$8.00/M
Lifestyle	\$8.00/M
Multi-Buyers	\$8.00/M
Number of Purchases	\$8.00/M
Presence of Children	\$8.00/M
Reader Interest	\$8.00/M

**MANAGER**

DSA Direct, LLC

**UNIT OF SALE**

Average \$50.00

**GENDER**

Male 20%  
Female 80%

**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

**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.

**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