

## Bargain Hunters Coupon Clippers by DSA



Bargain Hunters Coupon Clippers by DSA provides consumers that are looking for the best hot deals, specials, coupons, discount codes and notifications of upcoming sales. Shoppers have registered online to discount coupon sites, phone apps and loyalty programs to get daily updates on discounts available to them.


### SEGMENTS

1,575,000	Total Universe / Universe Rate	\$75.00/M
175,000	1 Mos. Registrants	\$80.00/M
450,000	3 Mos. Registrants	\$75.00/M
1,575,000	12 Mos. Registrants	\$75.00/M
	Digital (inquire)	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	597697
mIn ID	597697
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Direct response

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	03/03/2022
New to Manager	03/01/2022
Counts Through	11/30/2022

### DATA CARD MAINTENANCE

New To System	03/03/2022
"New to System"	03/04/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

### DESCRIPTION

**Bargain Hunters Coupon Clippers by DSA** provides consumers that are looking for the best hot deals, specials, coupons, discount codes and notifications of upcoming sales. Shoppers have registered online to discount coupon sites, phone apps and loyalty programs to get daily updates on discounts available to them.

Shoppers are looking to stretch their budgets by actively finding and using discount offers. Audience is well suited for value offers, discount memberships, incentive offers, and easy credit offers.

**Special Selects:** Age, income, gender, demographics, lifestyle interests, ethnicity, homeowner/renter, presence of children, credit card users, identified direct mail buyers/responders and more. Inquire

**Product Selects:** Apparel, Baby/Infant/Prenatal, Beauty/Cosmetics, Diet/Health, Electronics, Groceries, Pet Products, and more. Inquire.

**Demographics:** 60% Females, Avg. HH Income \$40,000, Avg. Age 50+

**Postal Minimum** 7,500

[Contact DSA Today](#)

### SELECTS

Age	\$8.00/M
Credit Card Users	\$8.00/M
Demographic	\$8.00/M
Direct Mail Buyers	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Mail Order Buyers	
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Presence of Child	\$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%
Agency	15%

### NET NAME ARRANGEMENTS

Net Name is allowed

Product Category	<b>\$8.00/M</b>	Floor	<b>85%</b>
<hr/>		Minimum Quantity	<b>50,000</b>
<b>MANAGER</b>		Run Charges	<b>\$8.00/M</b>
<b>DSA Direct, LLC</b>		<hr/>	
<hr/>		<b>EXCHANGES</b>	
<b>UNIT OF SALE</b>		<b>Exchange is not allowed</b>	
Average	<b>\$25.00</b>	<hr/>	
<hr/>		<b>REUSE</b>	
<b>GENDER</b>		<b>Reuse is allowed</b>	
Male	<b>40%</b>	Minimum Quantity	<b>0</b>
Female	<b>60%</b>	Run Charge	
<hr/>		<hr/>	
		<b>CANCELLATION</b>	
		Charges	<b>\$100.00/F</b>
<hr/>		<hr/>	
		<b>CANCELLATION INSTRUCTIONS</b>	
		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.	
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		<b>KEY CODING</b>	
		<b>Key Coding is available</b>	
		Charges	<b>\$2.00/M</b>
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		<b>ADDRESSING</b>	
		FTP	<b>\$75.00/F</b>
		EMAIL	<b>\$75.00/F</b>
		RUN CHARGE	<b>\$8.00/M</b>
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		<b>SPECIAL INSTRUCTIONS</b>	
		Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.	

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				