

Catalog Marketing Database by DSA



Catalog Marketing Database is a large database of transactional buyer activity from direct mail, retail, social media, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources.

SEGMENTS

45,000,000	Total Universe / Universe Rate	\$75.00/M
8,500,000	1 Mos. Hotline Buyers	\$75.00/M
4,500,000	1 Mos. Female Buyers	+ \$8.00/M
3,500,000	1 Mos. Male Buyers	+ \$8.00/M
19,125,000	3 Mos. Buyers	\$75.00/M
150,000	3 Mos. Buyers w/Change of Address	+ \$10.00/M
6,120,000	3 Mos. Buyers Age 50+	+ \$8.00/M
3,575,000	3 Mos. Buyers & Identified Donors	+ \$8.00/M
	Fundraisers Base Rate	\$75.00/M
	Digital Campaign	\$40.00/M

DESCRIPTION

Catalog Marketing Database is a large database of transactional buyer activity from direct mail, retail, social media, online shopping sites, DRTV, continuity club memberships and publications, as well as self-reported survey data. This database is further supported with several compiled sources providing demographics and lifestyle attributes. A powerhouse of data to provide a multitude of targeting options.

Select your targeted audience by using multiple select criteria attributes available. Marketers can request a tailored audience suggestion for a mailers specific offer. We will tap into our database and provide select options and counts.

Digital Campaigns: \$40/M on matched records, \$500 min. Select audience criteria from RFM and reach the audience on social media accounts.

Generic Category Audiences – Marketers can select from one of our many generic category audiences that have been created by scoring records to provide top performers. Inquire for category audiences available for your offer.

TEST INCENTIVE DEAL! \$75/M Base with selects included on 15M new test Postal orders.

Exceptions include: Phone numbers, ethnic, religious political, ailment and credit scoring selects.

Special Selects:

Product: Apparel: Women's, Men's, General Apparel, Automotive Accessories, Children, Cooking, Crafts, Food, Entertainment, Home / Garden, Health Products, Leisure, Sports & Travel, **Reading Interests:** Bible/Devotional, Entertainment, Financial, Fashion, Health Publications, Spanish Publications, Sports & Travel. **Donors by Category Cause:** Animal/Wildlife, Arts/Culture, Children, Health, Religious, Political, Conservative Political, Self-Reported Ailments, **Payment Method:** Cash, Check & Installments, Paid Cancels, Credit Ranking thru Modeling, Spanish Speaking, Hispanics, **Enhancements:** Demographics, Lifestyle Interests, Ethnicity, Religious and Political Affiliation. Source: Direct Mail, Telemarketing, DRTV, Online.

Demographics: 60% Female, 40% Male, Avg Age 50+, HH Income \$60K+

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML &

ID NUMBERS

Manager ID	
NextMark ID	388842
mIn ID	388842
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, mail order, donor, subscription transactions

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	07/29/2013
New to Manager	08/19/2010
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	07/29/2013
"New to System"	07/30/2013
Announcement	
Last Update	07/06/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F. Client to supply: Seed List, Subject Line and Creative must contain clients full address information. Prepayment required on all email orders.

Modeling: \$25/M scoring fee

25,000 Min. Rental Required, 10,000 Min. Sample File. Available: Look A Like, Regression Models 4-5 Weeks for model build.

PROFILE

Donors by Category (8.00/M)

Donors by Category

Reading Interest (8.00/M)

- Bible/Devotional*
- Entertainment*
- Financial*
- Fashion*
- Health Publications*
- Spanish Publications*
- Sports and Travel*

Product (8.00/M)

- Women's*
- Men's*
- General Apparel*
- Automotive Accessories*
- Children*
- Cooking*
- Crafts*
- Food*
- Entertainment*
- Home / Garden*
- Health Products*
- Leisure*
- Sports and Travel*

Source (8.00/M)

- Direct Mail*
- Telemarketing*
- DRTV*
- Online*

SELECTS

Ailments	\$12.00/M
Children by Age Range	\$8.00/M
Continuity Club Buyers	\$8.00/M
Credit Score Rating	\$10.00/M
Donors by Category	\$8.00/M
Dollar Amount - AP	\$8.00/M
DRTV Buyers	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Geo/Geographical	\$8.00/M
Payment Method	\$8.00/M
Reading Interest	\$8.00/M
Book / Magazine Buyers	\$8.00/M
Product	\$8.00/M
Source	\$8.00/M
E-mail Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$50.00**

AVERAGE INCOME

Value **\$60,000.00**

MINIMUM ORDER

Minimum Quantity **7,500**
Minimum Price **\$500.00**

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

REUSE

Reuse is allowed
Minimum Quantity **0**

GENDER

Male 40%
 Female 60%

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 \$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. Prepayment required on all Email & Telemarketing orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact