

Children Market Look A Like Model Data by DSA



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SEGMENTS

1,750,000	Total Universe / Universe Rate	\$80.00/M
150,000	30-Day Buyers or Top Scoring Records	\$80.00/M
400,000	3 Month To Scoring Buyers	\$80.00/M
1,750,000	12 Month To Scoring Buyers	\$80.00/M
	Fundraiser Rate	\$70.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaign - Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	544369
mIn ID	544369
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Buyers, Multi Sourced, Internet/On-Line, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/25/2019
New to Manager	08/12/2010
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	09/25/2019
"New to System"	09/26/2019
Announcement	
Last Update	07/27/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

DESCRIPTION

Children Market Look a Like Model Data by DSA Reach targeted prospect audiences that have been carefully selected through a detailed modeling process that's appropriate for marketers seeking to target children's / family market. Using our transactional database we created generic models available for rental without data contribution required. Model data has been sourced from database of product purchases, brand name transactions, social media records and our large multi-sourced enhanced database of consumer transactions. Hundreds of category models are available.

All orders must provide sample for approval.

Available Audiences:

Select by Category: Children Marketplace: Donors to Children Causes, Children Books/Publishing/Reading, Children Apparel & Mdse. Other Look A Like Audiences available include: by Brand and/or Category: Apparel and Accessories, Children, Cosmetics, Drugstores, Electronics, Fast Food Chains, Restaurants, Retail, Finances, Gaming, Gourmet Foods, Food Home Delivery, Health, Home Improvements, Pet Products, Sporting Goods, Travel, Telecom and more. Hundreds of audience groups available. Audience can be modified with additional selects such as demographic and geographic selects; inquire. Inquire for specific brands.

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

Digital Campaign: \$40/M 25,000 Min. Media Buy and Campaign Management Separate. Inquire.

Postal Minimum: 7,500

NOTE: Selects waived on test orders of 7,500+ with the exception of religious, ethnic, political selects. Inquire.

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SELECTS		AVERAGE INCOME	
Age		Value	\$45,000.00
Demographic		MINIMUM ORDER	
Ethnic/Ethnicity	\$10.00/M	Minimum Quantity	7,500
Gender/Sex		Minimum Price	\$500.00
Geo/Geographical		COMMISSIONS	
Income Select		Broker	20%
Lifestyle		Agency	15%
Presence of Child		NET NAME ARRANGEMENTS	
Email Campaign	\$25.00/M	Net Name is allowed	
MANAGER		Floor	85%
DSA Direct, LLC		Minimum Quantity	50,000
UNIT OF SALE		Run Charges	\$8.00/M
Average	\$45.00	EXCHANGES	
GENDER		Exchange is not allowed	
Male	12%	REUSE	
Female	88%	Reuse is allowed	
		Minimum Quantity	0
		Run Charge	
		CANCELLATION	
		Charges	\$100.00/F
		CANCELLATION INSTRUCTIONS	
		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.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M
		ADDRESSING	
		FTP	\$75.00/F
		EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722
★ = Primary contact				