

Consumer Database by DSA



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SEGMENTS

10,425,000	Total Universe / Universe Rate	\$75.00/M
825,000	30-day Consumer Buyers	\$75.00/M
525,000	90-day Consumer Buyers	\$75.00/M
300,000	30-day Buyers of Food Gift Products	\$75.00/M
450,000	30-day Buyers of Baby Products	\$75.00/M
1,450,000	30-day Buyers of Children Gen. Mdse	\$75.00/M
1,650,000	30-day Buyers of Beauty/Cosmetics	\$75.00/M
50,000	30-day Pharmacy Discount Club Members	\$80.00/M
	Email Campaign Base Rate: 50M min	+ \$25.00/M
	Digital Audience Base Rate	+ \$10.00/M

DESCRIPTION

Postal Rate! \$75/M Base *includes selects on Orders of 25,000+

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Special Selects Available:

Demographics, Product Purchased, Donors by Category, Lifestyle / Interests.
 Selects: Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category such as Animal Welfare, Health, Political, Religious and Veteran Causes. Political Affiliation, Credit Score, Credit Card Type, Credit Lines, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Apparel, Women's Plus Size, Men's Apparel, Children's Products, Home Furnishings, Gardening, Beauty, Cosmetic, Health, Food/Beverage, Pet Owners, Pet Supplies, Home Improvements and more! Inquire. Selects included in Base Rate. (Except specialty selects: Ailment, Political & Religious Affiliation and Ethnicity)

Minimum: Postal 7,500, Email: 25,000


EMAIL Campaigns

25,000 Min. Email Campaigns, Prepayment Required, \$150/F set up fee. All emails are opted in to 3rd party offers that have been appended to this transactional file. Creative must be supplied for pre-approval. Creative must contain client name and address. Creative must be supplied in text and HTML Format. Creative services available upon request. Client to supply subject line and test seed names/emails. House suppression file no chrg. up to 500M. Personalization available. Tracking Reports supplied with deployment. Follow up re-blasts available at discounted rates. Can send to opens/clicks

ID NUMBERS

Manager ID	
NextMark ID	425760
mln ID	425760
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/19/2015
New to Manager	11/07/2014
Counts Through	11/30/2020

DATA CARD MAINTENANCE

New To System	11/07/2014
"New to System" Announcement	01/20/2015
Last Update	12/01/2020
Next Update	01/04/2021
Update Frequency	MONTHLY

with \$150/F set up fee. Re-blast with subject line changes only. Discounts available on multiple deployments.

Pricing: Reduced pricing based on email volume is available.

Digital Campaigns

Add Digital to Postal Mailing for \$10/M; Digital Only Campaigns \$35/M; media buy and campaign mgmt separate.

Inquire for Details [CONTACT DSA](#)

SELECTS		AVERAGE INCOME	
Age/Income		Value	\$50,000.00
Childs Age Range		MINIMUM ORDER	
Demographic		Minimum Quantity	7,500
Donor by Category Cause		Minimum Price	\$500.00
Ethnic/Ethnicity	\$10.00/M	COMMISSIONS	
Gender/Sex		Broker	20%
Geo/Geographical		Agency	15%
Home Owner		NET NAME ARRANGEMENTS	
Income Select		Net Name is not allowed	
Lifestyle		EXCHANGES	
Marital Status		Exchange is not allowed	
Multi Donor		REUSE	
Presence of Child		Reuse is allowed	
Product Category		Minimum Quantity	0
Subscribers by Category		Run Charge	
Multi-Buyer: 2+, 3+		CANCELLATION	
Subscriber Data		Charges	
Email Campaign	\$25.00/M	\$150.00/F	
Digital Campaign	\$10.00/M	CANCELLATION INSTRUCTIONS	
MANAGER		Cancellation after order received and production started \$150/F, Cancellation after deployment of testing is at full charges.	
DSA Direct, LLC		KEY CODING	
UNIT OF SALE		Key Coding is available	
Average	\$45.00	Charges	
GENDER		\$2.00/M	
Male	35%	ADDRESSING	
Female	65%	Email / FTP	
		\$75.00/F	
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required for approval. Prepayment on new tests. Prepayment on all email campaigns.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact