

Just Pay Shipping and Handling by DSA



Just Pay Shipping and Handling by DSA provides online shoppers that want to try out new products for little or no cost. By just paying a small shipping and handling fee they get samples of makeup, skin care, diet, weight loss and health products. Shoppers are paying \$4.95 - \$6.95 using their credit cards for the sample products as part of an introductory offer.

SEGMENTS

3,082,000	Total Universe / Universe Rate	\$70.00/M
334,500	1 Mos. Shoppers	\$80.00/M
164,500	1 Mos. Shoppers & Ident. Direct Mail Byrs	+ \$8.00/M
675,000	3 Month Shoppers	\$75.00/M
3,082,000	12 Month Shoppers	\$70.00/M
	Fundraiser Base Rate	\$65.00/M
	Digital Campaigns - Inquire	+ \$10.00/M

ID NUMBERS

Manager ID	
NextMark ID	610079
mIn ID	610079
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Internet/On-Line, Multi Sourced, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/26/2022
New to Manager	05/20/2022
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	09/21/2022
"New to System"	09/27/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Just Pay Shipping & Handling by DSA provides online shoppers that want to try out new products for little or no cost. By just paying a small shipping and handling fee they get samples of makeup, skin care, diet, weight loss and health products. The marketers know that once the customer gets to try their product, they will be hooked and the shoppers love getting deliveries of all these great new products. Shoppers are paying \$4.95 - \$6.95 using their credit cards for the sample products as part of an introductory offer.

Demographics: 75% Females, Avg. Age 35+, Avg. HH Income \$40,000

Minimum Postal: 7,500

Email Available

Minimum 25,000

\$25/M email deployment fee, \$150/F set up. Provide creative for pre-approval. Seed list and subject line needed. 2 Tracking reports provided. Prepayment required on all emails

Digital Use: Add digital use on postal mailings \$10/M. Digital Only Campaigns \$35/M

Contact DSA

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Direct Mail Buyers	\$8.00/M
Digital Campaign	\$10.00/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

MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$5.00
GENDER	
Male	25%
Female	75%

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/M

EXCHANGES
Exchange is not allowed

REUSE	
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	\$2.00/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
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★ = Primary contact