

Military Memorabilia Buyers by DSA



Military Memorabilia Buyers by DSA are enthusiastic buyers of primarily military themed merchandise. Buyers are purchasing T-Shirts, collectibles, figurines, wall art, jewelry and more with a military theme. They are celebrating their patriotism and the various armed services.

SEGMENTS

453,700	Total Universe / Universe Rate	\$75.00/M
106,153	1 Mos. Hotline Buyers	\$85.00/M
174,726	3 Mos. Buyers	\$80.00/M
453,700	12 Mos. Buyers	\$75.00/M
9,948	12 Mos. Police/Fire/EMS Prod.Byrs	+ \$8.00/M
267,360	12 Mos. Patriotic Themed Prod. Byrs	+ \$8.00/M
12,500	12 Mos. Buyers & Donors	+ \$10.00/M
	Fundraiser Base Rate	\$75.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	357376
mIn ID	357376
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, mail order, donor, subscription transactions, Buyers, Direct mail sold, Multi-buyers, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/17/2012
New to Manager	08/19/2010
Counts Through	09/30/2021

DATA CARD MAINTENANCE

New To System	10/12/2012
"New to System"	10/18/2012
Announcement	
Last Update	10/14/2021
Next Update	11/08/2021
Update Frequency	MONTHLY

DESCRIPTION

Military Memorabilia Buyers by DSA are enthusiastic buyers of primarily military themed merchandise. Buyers are purchasing T-Shirts, collectibles, figurines, wall art, jewelry and more with a military theme. They are celebrating their patriotism and the various armed services. In addition, buyers are purchasing patriotic themed, police/fire/EMS themed products. Audience is mostly age 60+ and are direct mail buyers.

The file is well enhanced with demographic, lifestyle, and other transactional data such as donor, subscription and more. Marketers can select by number of transactions, identified donors, as well as reading interest. A strong file for male collectible offers, military and veteran appeal offers, military/history publications and book offer.

Well-suited prospects for Nonprofit Appeals, Books/Magazine Subscriptions, Collectibles, and Insurance offers

Product Categories: Patriotic, Military/Weaponry, Police/Fire/EMS, Motorcycle Themed Product Buyers.

Special Selects: Age, Income, Donors, Product Category, Reading Interest: Health, News, Sports, Military History, Book Buyers, Magazine Subscribers, Avg. Purchase Amount, Direct Mail Buyers, Online Buyers and much more! Inquire!

Postal Minimum: 7,500

Minimum for Emails: 25,000

Includes 2 tests, deployment and tracking reports. Personalization available. Creative required for approval. HTML & Plain Text needed for email. Client to supply subject line & seed list. Creative must contain client name and address. Additional test blasts at \$100/ per additional test. Creative Services Available. Prepayment required on all email orders.

[Contact DSA](#) for more information

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$40,000.00
Childs Age Range	\$8.00/M	MINIMUM ORDER	
Demographic	\$8.00/M	Minimum Quantity	7,500
Donors	\$8.00/M	Minimum Price	\$500.00
Ethnic/Ethnicity	\$10.00/M	COMMISSIONS	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Homeowner	\$8.00/M	NET NAME ARRANGEMENTS	
Income Select	\$8.00/M	Net Name is allowed	
Lifestyle	\$8.00/M	Floor	85%
Marital Status	\$8.00/M	Minimum Quantity	50,000
Product Category	\$8.00/M	Run Charges	\$8.00/M
Multi-Buyer: 2+, 3+	\$8.00/M	EXCHANGES	
Avg Dollar Amt Spent	\$8.00/M	Exchange is not allowed	
Book Buyers	\$8.00/M	REUSE	
Email Addresses	\$25.00/M	Reuse is allowed	
Magazine Subscribers	\$8.00/M	Minimum Quantity	0
MANAGER		Run Charge	
DSA Direct, LLC		CANCELLATION	
UNIT OF SALE		Charges	\$100.00/F
Average	\$50.00	CANCELLATION INSTRUCTIONS	
GENDER		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.	
Male	60%	KEY CODING	
Female	40%	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. Tests and email orders require prepayment.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact				