

Retail Store Credit Card Buyers by DSA



Retail Store Charge Card Buyers provides buyers using the retailers in house credit card to purchase a wide variety of products including, furniture, home decor, home office products, holiday decor, electronics, sporting goods and much more. Buyers enjoy getting access to credit terms and special discounts.

SEGMENTS

1,995,600	Total Universe / Universe Rate	\$75.00/M
375,000	1 Month Retail Charge Card Buyers	\$85.00/M
875,000	3 Month Retail Charge Card Buyers	\$80.00/M
1,995,600	12 Month Retail Charge Card Buyers	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	308018
mIn ID	308018
SRDS ID	937014-000

MEDIA TYPE

Consumer

SOURCE

Retail/POP, Buyers, Credit Cards, Multi Sourced

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	03/22/2018
New to Manager	03/22/2018
Counts Through	05/31/2020

DATA CARD MAINTENANCE

New To System	05/27/2011
"New to System"	06/09/2011
Announcement	
Last Update	06/08/2020
Next Update	07/06/2020
Update Frequency	MONTHLY

DESCRIPTION

Retail Store Charge Card Buyers provides buyers using the retailers' in house credit card to purchase a wide variety of products including, furniture, home decor, home office products, holiday decor, electronics, sporting goods and much more. Buyers enjoy getting access to credit terms and special discounts.

Retail Store Type is selectable. Available: Apparel & Accessories, Automotive, Baby/Children's Apparel & Products, Furniture/Home Décor, Computer /Home Office, Sporting Goods, Health/Vitamins. Inquire

Demographics: 55% Female, 45% Male, Avg. Sale \$65., Avg. Income \$65K

File Updates: Monthly

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

Digital Campaigns: \$35/M on matched records \$500 min. Inquire for complete details

PROFILE

Age (8.00/M)

3 Month Female	225,000	
3 Month Male	150,000	

Geo/Geographical (8.00/M)

- House
- Deferred
- Bank
- House Charge
- Sub-Prime
- Declined Credit Cards
- Retailer Charge Cards

SELECTS

Age **\$8.00/M**

AVERAGE INCOME

Value **\$65,000.00**

Birth Month/Year	\$10.00/M
Credit Score Rating	\$20.00/M
Ethnic/Ethnicity	\$10.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Change of Address	\$25.00/M
Mail Order Buyer	\$10.00/M
Product Category	\$10.00/M
Email Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$65.00**

GENDER

Male **45%**
 Female **55%**

MINIMUM ORDER

Minimum Quantity **10,000**
 Minimum Price **\$500.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$15.00/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 \$150/F cancel fee, \$15/M run charges & shipping/material fees.

KEY CODING

Key Coding is available

Charges **\$2.00/M**

ADDRESSING

EMAIL **\$75.00/F**
 FTP **\$75.00/F**
 RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS

Sample Mail Piece required for list owner approval.
 New Tests and All Email orders prepayment required.

CONTACTS

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

★ = Primary contact