

## Seniors with Mobility Issues by DSA



Seniors with Mobility Issues by DSA provides a mostly age 50+ buyers of mobility related health products and ailment remedies. The mostly direct mail purchases are for products to help alleviate chronic health conditions such as arthritis, joint and orthopedic ailments that impede their mobility. Buyers making online purchases is selectable.

### SEGMENTS

1,077,421	Total Universe / Universe Rate	\$75.00/M
382,294	1 Month Multi-Buyers	\$85.00/M
599,070	3 Month Multi-Buyers	\$80.00/M
1,077,421	12 Month Multi-Buyers	\$75.00/M
111,247	1 Month Online Buyers	\$85.00/M
177,987	3 Month Online Buyers	\$80.00/M
331,795	12 Month Online Buyers	\$75.00/M
389,500	3 Mos Multi-Buyers & Donors	+ \$10.00/M
275,374	3 Mos. 3 or more Purchases	+ \$10.00/M
	At Email Address	+ \$25.00/M
	Fundraiser / Publisher Base Rate	\$75.00/M

### DESCRIPTION

**Seniors with Mobility Issues by DSA** provides a mostly age 50+ buyers of mobility related health products and ailment remedies. The mostly direct mail purchases are for products to help alleviate chronic health conditions such as arthritis, joint and orthopedic ailments that impede their mobility. Products include health aids, walking aids, bath/home safety devices, vision impaired, support band products, rehabilitation products and other health aids concerning mobility.

The mobility issues due to chronic conditions may be a result of a disability or aging challenges in daily living activities such as walking, bathing and caring for themselves. The products purchased all relate to mobility issues and is a well suited audience for health products, subscriptions, newsletters, pharmacy discounts, insurance and non-profits. File updates monthly and is available at postal and email address.

**Selects:** Ailments: Arthritis, Diabetes, Diet/Weight Loss, Cardiac health, Joint Mobility, Prostate. Demographic; age, income, Lifestyle interests, Donor Activity: Health Causes, Veteran, and Political. Subscribers: Magazines: Health, Diet, Fitness, And Ailment. Book Buyers.

Select by Source: Direct Mail, Online

**Multi-Channel Option:** Postal Record with Permission for Uploading data for Digital Marketing. Inquire

**Email:** 25,000 Minimum - \$25/M select fee added to base rate.

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.

Prepayment required on all email orders.

[Contact DSA](#)

### ID NUMBERS

Manager ID	
NextMark ID	356746
mIn ID	356746
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Direct mail sold, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/05/2012
New to Manager	10/05/2012
Counts Through	09/30/2020

### DATA CARD MAINTENANCE

New To System	10/05/2012
"New to System" Announcement	10/08/2012
Last Update	10/05/2020
Next Update	11/04/2020
Update Frequency	MONTHLY

**SELECTS**

Age	\$10.00/M
Ailment	\$15.00/M
Donor by Category Cause	\$10.00/M
Dollar Amount	\$8.00/M
Avg. Purchase Amt.	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$10.00/M
Democratic	\$10.00/M
Lifestyle Interests	\$8.00/M
Magazine Book Buyers	\$10.00/M
Number of Purchases	\$10.00/M
Source: Direct Mail, Online	\$10.00/M

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	\$50.00
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**GENDER**

Male	80%
Female	20%

**AVERAGE INCOME**

Value	\$35,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**

Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**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 run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges	\$2.00/M
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**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**

Sample required for list owner approval. Prepayment on first time test orders and all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact