

## Stretch Your Dollar Shoppers by DSA



Stretch Your Dollar Shoppers are determined to get the most for their hard earned cash. Buyers are purchasing from marketers that offer deep discount pricing, easy credit terms, membership perks with loyalty discounts, close out sales and pop up flash sales. File consists of 100% buyers of a variety of merchandise.

### SEGMENTS

4,855,000	Total Universe / Universe Rate	\$75.00/M
375,000	1 Mos. Buyers	\$80.00/M
115,000	3 Mos. Buyers	\$75.00/M
4,855,000	12 Mos. Buyers	\$75.00/M
	Fundraising / Insurance Base Rate	\$70.00/M

### ID NUMBERS

Manager ID	
NextMark ID	541335
mIn ID	541335
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Direct response, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	08/15/2019
New to Manager	08/12/2019
Counts Through	07/31/2020

### DATA CARD MAINTENANCE

New To System	08/12/2019
"New to System"	08/16/2019
Announcement	
Last Update	08/21/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Stretch Your Dollar Shoppers** are determined to get the most for their hard earned cash. Buyers are purchasing from marketers that offer deep discount pricing, easy credit terms, membership perks with loyalty discounts, close out sales, pop up flash sales and accept prepaid credit cards, cash and debit cards as well as bank cards. File consists of 100% buyers of a variety of merchandise and is enhanced with demographics and lifestyle selects.

#### Special Selects:

Age, Income, Gender, Mail Order Buyers, Debit Card Shoppers, Credit Card, Club Members, Product Category, Demographic & Lifestyle selects available.

**Product Selects:** Apparel/Fashion Clothing, Electronics, Home Décor/Wares, Pet Products, Seasonal Décor, Craft/Art Supplies, Sporting Goods

**Demographics:** Mostly Female, Avg Age 50, Income \$40K

**Postal Minimum** 7,500

### PROFILE

**Product Category** (8.00/M)

*Apparel/Fashion Clothing*  
*Electronics*  
*Home Décor/Wares*  
*Pet Products*  
*Seasonal Décor*  
*Craft/Art Supplies*  
*Sporting Goods*

### SELECTS

Age **\$8.00/M**

### AVERAGE INCOME

Value **\$40,000.00**

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
Presence of Child	\$8.00/M
Direct Mail Buyers	\$8.00/M
Product Category	\$8.00/M
Mail Order Buyers	
Debit Card Shoppers	
Credit Card	
Club Members	

**MANAGER**  
DSA Direct, LLC

**UNIT OF SALE**  
Average \$50.00

**GENDER**  
Male 30%  
Female 70%

**MINIMUM ORDER**  
Minimum Quantity 7,500  
Minimum Price \$450.00

**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

**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