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## Stretch Your Dollar Shoppers by DSA

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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.

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### 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

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### ID NUMBERS

Manager ID	
NextMark ID	541335
mIn ID	541335
SRDS ID	

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### MEDIA TYPE

Consumer 

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### SOURCE

Direct response, Multi Sourced

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### GEOGRAPHY

USA

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### OPT-IN

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### MAINTENANCE

Market Entry	08/15/2019
New to Manager	08/12/2019
Counts Through	01/31/2024

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### DATA CARD MAINTENANCE

New To System	08/12/2019
"New to System" Announcement	08/16/2019
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

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### 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. All shoppers are loyalty members using available discounts. 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

[ASK DSA Direct](#)

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### PROFILE

**Product Category** (8.00/M)

*Apparel/Fashion Clothing*

*Electronics*

*Home Décor/Wares*

*Pet Products*

*Seasonal Décor*

*Craft/Art Supplies*

*Sporting Goods*

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**SELECTS**

Age	<b>\$8.00/M</b>
Demographic	<b>\$8.00/M</b>
Ethnic/Ethnicity	<b>\$10.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Income Select	<b>\$8.00/M</b>
Lifestyle	<b>\$8.00/M</b>
Marital Status	<b>\$8.00/M</b>
Presence of Child	<b>\$8.00/M</b>
Direct Mail Buyers	<b>\$8.00/M</b>
Product Category	<b>\$8.00/M</b>
Mail Order Buyers	<b>\$8.00/M</b>
Debit Card Shoppers	<b>\$8.00/M</b>
Credit Card	<b>\$8.00/M</b>
Club Members	<b>\$8.00/M</b>

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**MANAGER****DSA Direct, LLC**

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**UNIT OF SALE**Average **\$50.00**

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**GENDER**Male **30%**  
Female **70%**

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**AVERAGE INCOME**Value **\$40,000.00**

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

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

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**NET NAME ARRANGEMENTS****Net Name is allowed**  
Floor **85%**  
Minimum Quantity **50,000**  
Run Charges **\$8.00/M**

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**EXCHANGES****Exchange is not allowed**

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**REUSE****Reuse is allowed**  
Minimum Quantity **0**  
Run Charge

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**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 cancellation run charges & shipping/material fees.

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**KEY CODING****Key Coding is available**  
Charges **\$2.00/M**

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

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**SPECIAL INSTRUCTIONS**

Sample Mail Piece Required for List Owner Approval.  
Prepayment on new tests.

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact