
Veteran Rewards by DSA



Veteran Rewards by DSA - Veterans buying apparel, accessories, health, general mdse, automotive and more have self-reported they are Veterans to unlock discounts available to them. Veterans are getting 10% - 25% discounts on their purchases from retailers, major brands, online and catalogers.

SEGMENTS

3,474,900	Total Universe / Universe Rate	\$75.00/M
445,500	1 Mos. Veteran Buyers	\$85.00/M
315,000	1 Mos Mail Order Veteran Buyers	+ \$8.00/M
350,000	1 Mos. Veteran Buyers Age 60+	+ \$8.00/M
1,023,750	3 Mos. Veteran Buyers	\$80.00/M
3,474,900	12 Mos. Veteran Buyers	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
	Digital Campaigns - Inquire	\$35.00/M

ID NUMBERS

Manager ID
NextMark ID 588400
mIn ID
SRDS ID

MEDIA TYPE

Consumer 

SOURCE

Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry 10/12/2021
 New to Manager 10/11/2021
 Counts Through 09/30/2021

DATA CARD MAINTENANCE

New To System 10/11/2021
 "New to System" 10/13/2021
 Announcement
 Last Update 10/14/2021
 Next Update 11/08/2021
 Update Frequency MONTHLY

DESCRIPTION

Veteran Rewards by DSA - Veterans buying merchandise such as apparel, general Mdse, electronics, automotive products and more have self-reported they are Veterans to unlock discounts available to them. Because they have served their country, the veterans are provided with discount offers from retailers, brand names and more. Veteran buyers are getting 10% - 25% discounts on their purchases from retailers, major brands, online and from catalogs. They are seeking out the rewards entitled to them and are proud of their service.

All buyers have made a purchase and self-reported that they are Veterans to qualify. Purchases are made thru retail, direct mail and online. Product Category and source is selectable. File is overlaid with demographic and lifestyle selects.

Offers for value priced merchandise, collectibles, American themed, Military/Veteran appeals, insurance, and health are well suited for this audience.

File updates: Monthly

Demographics: 65% Males, 35% Females, Avg. Age 50+, Avg. Income \$35,000, 100% Buyer file.

Sample Mail Piece required for list approval.

Selects: Demographics, Lifestyle Interests, Identified Donors, Product Categories: Apparel/Accessories, Health, General Mdse, Automotive, Online Buyers, Mail Order Buyers, Credit Card Buyers

Digital Campaign: \$35/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization Separate Fee and available.

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed

List. 2 Tests included additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Can suppress house file, inquire. Prepayment required on all email.

For more info contact [DSA Direct](#)

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$35,000.00
Credit Card Buyers	\$8.00/M	MINIMUM ORDER	
Demographic	\$8.00/M	Minimum Quantity	7,500
Donors to Charitable Causes	\$10.00/M	Minimum Price	\$450.00
Ethnic/Ethnicity	\$10.00/M	COMMISSIONS	
Gender/Sex	\$8.00/M	Broker	20%
Geo/Geographical	\$8.00/M	Agency	15%
Home Owner	\$8.00/M	NET NAME ARRANGEMENTS	
Income Select	\$8.00/M	Net Name is allowed	
Lifestyle Interests	\$8.00/M	Floor	85%
Mail Order Buyers	\$8.00/M	Minimum Quantity	50,000
Online Buyers	\$8.00/M	Run Charges	\$85.00/M
Purchase Category	\$8.00/M	EXCHANGES	
Digital Campaign	\$35.00/M	Exchange is not allowed	
MANAGER		REUSE	
DSA Direct, LLC		Reuse is allowed	
UNIT OF SALE		Minimum Quantity	
Average		0	
GENDER		Run Charge	
Male	65%	CANCELLATION	
Female	35%	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				
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