

Zoo, Aquarium, National Park Attendees by DSA



Zoo, Aquarium, National Park Attendees by DSA. Guests visiting zoos, aquariums, national parks are avid wildlife and nature advocates. They visit these places for education, entertainment and to appreciate wildlife, often times bringing their children. They are identified as frequent or repeat attendees by mobile location tracking.

SEGMENTS

3,240,000	Total Universe / Universe Rate	\$80.00/M
357,000	30-Day Zoo Attendees	\$80.00/M
50,000	30-Day Aquarium Attendees	\$80.00/M
415,200	30-Day National Parks	\$80.00/M
125,400	30-Day Museums	\$80.00/M
	Email Campaign	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	528103
mIn ID	528103
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Direct response, Internet/On-Line, Opt-in e-mail, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/13/2019
New to Manager	12/28/2018
Counts Through	11/30/2020

DATA CARD MAINTENANCE

New To System	01/04/2019
"New to System" Announcement	02/14/2019
Last Update	12/01/2020
Next Update	01/04/2021
Update Frequency	MONTHLY

DESCRIPTION

Zoo, Aquarium, National Park Attendees by DSA Guests visiting zoos, aquariums and national parks are avid wildlife advocates. They visit these places for education, entertainment and to appreciate wildlife, often times bringing their children. This file is sourced from mobile phones that connect to location wi-fi. They are identified as frequent or repeat attendees. By using this file, marketers gain insight into attendees interests and can provide them with relevant offers such as animal welfare appeals, products and services. This file is available at postal and email address.

Based upon tracking information gathered from mobile devices that connect with retailer's Wi-Fi networks, marketers gain access to prospects interests. Available attendee segments include; Zoos/Aquariums, Museums and Art Galleries. The file is well enhanced with demographic and lifestyle interest selects to help narrow down your audience to reach top prospects. All mailers must provide creative / mail piece for approval.

Selects:

Locations: Aquariums, Zoo, Art Galleries, Museums, Movie Theaters, Amusement Parks, Sports Arenas, Recreational Areas, Libraries, Golf Courses and more
 Retail Categories: Art/Galleries, Auto Body, Bakeries, Book Stores, Car Rental, Clothing, Cosmetics, Department Store, Electronics, Florist, Furniture Store, Gym, Hair Salon, Hardware, Health Store, Home Goods, Jewelry, Museums, Pay Day Loan Store, Pet Stores, Pharmacies, Restaurants, Veterinarian, Yoga Studio, Zoo's. Demographic and Lifestyle Interests selectable.

Updated Monthly

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 housefile, inquire. Prepayment required on all email

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$8.00/M
Presence of Child	\$10.00/M

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
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Place by Names **\$15.00/M**
 Email Campaign **\$25.00/M**

Agency **15%**

MANAGER

DSA Direct, LLC

NET NAME ARRANGEMENTS

Net Name is allowed

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

GENDER

Male **35%**
 Female **65%**

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 **\$3.00/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 and all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact