



Advertising Specialty Mail Order Buyers from Amsterdam Printing

hd chg

For more than 100 years, Amsterdam Printing has been a leading producer and supplier of Ad Specialty products whose customers include small to mid-level businesses, universities and hospitals.



merge statements

SEGMENTS Data card currency: US Dollar

605,483 Total Universe / Base Rate	dupe	\$100.00 /M
12,558 1 Month Hotline Buyers		\$125.00 /M
38,496 3 Month Buyers		\$120.00 /M
69,411 6 Month Buyers		\$115.00 /M
112,875 9 Month Buyers		\$110.00 /M
138,071 12 Month Buyers		\$110.00 /M
80,941 13-24 Months Buyers		\$100.00 /M
605,483 Total File		\$100.00 /M
Consumer Catalog Rate		\$110.00 /M
Fundraiser/Insurance Rate		\$75.00 /M
Non-Reciprocal Rate		+ \$35.00 /M
4 Day Order Processing Turnaround	text	
RUSH FEE - SEE BELOW - MARGIN	dupe	+ \$50.00 /F
249,912 SOHO	dupe	+ \$10.00 /M

ID NUMBERS

Manager	1025
NextMark ID	102122
mIn	1025
SRDS	090352-000

LIST TYPE

Business	<input type="checkbox"/> mail
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SOURCE

100% Direct Mail	<input checked="" type="checkbox"/>
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GEOGRAPHY

Domestic (US) and Canada	
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OPT-IN

LIST MAINTENANCE

Market Entry	
New to Manager	
Counts through	05/30/2008

DATA CARD MAINTENANCE

New to NextMark System	02/13/2003
Last data card update	06/18/2008
Next data card update	07/20/2008
Data card update frequency	MONTHLY

DESCRIPTION PROFILE

For more than 100 years, Amsterdam Printing has been a leading producer and supplier of ad specialties, business forms and human resource products.

This growing file offers purchasing executives from small to large businesses that are in charge of buying logo'd specialty items, including imprinted pens and pencils, key cases, appointment calendars and a full range of advertising items to send to their clients. Most purchases were made on open account and all are credit approved.

\*\*4 Day Order Processing Turnaround\*\*

\*\*A \$50/F RUSH FEE APPLIES TO ANY ORDER REQUESTING A TWO-DAY TURNAROUND OR LESS FROM THE TIME OF ORDER RECEIPT\*\* dupe w/ special instructions

RECOMMENDED USAGE

Front and back office supplies, seminars and associations, business and consumer publications, business and leisure apparel, business and consumer catalogs, credit cards, executive gift offers, health and fitness products, insurance, book, music and video offers, fundraising, travel, food and epicurean offers, and more.

MINIMUM ORDER: 5,000 - 2 SMP REQUIRED.

MINIMUM ON PG 2 = 10,000?

20% COMMISSION TO RECOGNIZED BROKERS.

ORDERS CANCELED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

NOTE

dupe w/ special instructions

ALL CANCELED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, IF APPLICABLE, RUN CHARGES OF \$10/M, SELECTION, MEDIA FEE AND SHIPPING CHARGES.

Business. Address: 100%

**SELECTS**

100% Zip Code Sequence - **NOTE**  
 Contact Name ✓  
 Employee Size ✓  
 Gender ✓  
 Multi buyers ✓  
 One Name Per Co. ✓  
 SALES VOLUME ✓  
 SIC ✓  
 Single Buyers ✓  
 SOHO ✓  
 State, SCF ✓  
 Title Select ✓  
 ZIP ✓

**AVERAGE INCOME**  
 Value: \$55,000.00 ✓  


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**MINIMUM ORDER**  
 Quantity: 10,000 ✓  
 Value: \$0.00  


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**COMMISSIONS**  
 Broker: 20% ✓  
 Agency: Info not Available  


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**NET NAME ARRANGEMENTS**  
 Net Name is allowed  
 Floor: 85% ✓  
 Min Qty: 50,000 ✓  
 Run Charges: \$10.00 / M ✓

**LIST MANAGER**

Walter Karl  
 http://www.walterkarl.com

**UNIT OF SALE INFORMATION**

High: \$0.00  
 Average: \$225.00  
 Low: \$0.00

**GENDER PROFILE**

Male: 33% ✓  
 Female: 38% ✓

**EXCHANGES**

Exchange is not allowed ✓

**REUSE**

Reuse is allowed ✓  
 Min Qty: 10,000 ✓  
 Charges:

**TELEMARKETING**

Telemarketing is not allowed ✓

**CANCELLATION**

Charges: dupe w/ statement \$50.00 / F ✓

**KEY CODING**

Key Coding is available  
 Charges: \$3.00 / M ✓

**ADDRESSING**

CARTRIDGE ✓ \$30.00 / F ✓  
 CD ROM ✓ \$50.00 / F ✓  
 EMAIL ✓ \$75.00 / F ✓  
~~KEYING ✓ \$3.00 / M ✓~~  
~~RUSH FEE ✓ \$50.00 / F ✓~~  
 w/ sego

**SPECIAL INSTRUCTIONS**

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50.00 IN ADDITION TO, IF APPLICABLE, RUN CHARGES OF \$10/M, SELECTION, MEDIA AND SHIPPING CHARGES. 4-DAY ORDER PROCESSING TURNAROUND. \$50/F RUSH FEE APPLIES TO ANY ORDER REQUESTING A TWO-DAY TURNAROUND OR LESS.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact