
ADVERTISING SPECIALTY MOB FROM AMSTERDAM PRINTING

For more than 100 years, Amsterdam Printing has been a leading producer and supplier of ad specialties, business forms and human resource products whose customers include small to mid-level businesses.



SEGMENTSData card currency: **US Dollar**

605,483	Total Universe / Base Rate	\$125.00 /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 Mail Order Buyers	\$100.00 /M
249,912	SOHO +	\$10.00 /M
	Non-Reciprocal Rate +	\$35.00 /M
	Consumer Catalog Rate	\$110.00 /M
	Fundraiser/Insurance Rate	\$75.00 /M
	Counts Thru 05/30/2008	

ID NUMBERS

Manager	1025
NextMark ID	2200
mIn	1025
SRDS	

LIST TYPE

Business	
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SOURCE

100% DIRECT MAIL
(CATALOG)

GEOGRAPHY

Domestic (US)

OPT-IN

Unknown

LIST MAINTENANCE

Market Entry	01/13/1990
New to Manager	
Counts through	

DATA CARD MAINTENANCE

New to NextMark System	05/07/2001
Last data card update	07/17/2008
Next data card update	07/20/2008
Data card update frequency	

DESCRIPTION

For more than 100 years, Amsterdam Printing has been a leading producer and supplier of ad specialties, business forms and human resource products whose customers include small to mid-level businesses.

Additional Charges:
Contact Name @ \$10/M

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.

\$55,000 Average income

100% Business address

Reuse is available.

Exchange and telemarketing are not available.

100% Zip code sequence

4 day order processing turnaround. A rush fee applies to any order requesting a two-day turnaround or less from the time of order receipt.

Orders canceled after mail date require payment in full. All canceled orders will be billed at a fee of \$50/F in addition to, if applicable, run charges of \$10/M, selection, media fee and shipping charges.

Updated monthly.

LAST UPDATE: 05/31/2008

NEXT UPDATE: 07/20/2008

SELECTS

12 MONTH HOTLINE
 13 - 24 Month Hotline
 3 MONTH HOTLINE
 6 MONTH HOTLINE
 GENDER/SEX **\$10.00 /M**
 HOTLINE
 JOB TITLE SELECT **\$10.00 /M**
 MAIL ORDER BUYERS
 MONTHLY HOTLINE
 NUMBER OF EMPLOYEES **\$10.00 /M**
 ONE NAME PER SITE **\$10.00 /M**
 SALES VOLUME **\$10.00 /M**
 SCF **\$8.00 /M**
 SIC CODE **\$10.00 /M**
 STATE **\$8.00 /M**
 ZIP **\$8.00 /M**

LIST MANAGER

WALTER KARL DIV INFO USA
<http://www.walterkarl.com>

UNIT OF SALE INFORMATION

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

GENDER PROFILE

33% MALE
 38% FEMALE
 Male: **33%**
 Female: **38%**

AVERAGE INCOME

Value: **not available**

MINIMUM ORDER

10,000
 Quantity: **10,000**
 Value: **\$0.00**

COMMISSIONS

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

NET NAME ARRANGEMENTS

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

EXCHANGES

Info not available

REUSE

Info not available

TELEMARKETING

Info not available

CANCELLATION

Charges:

KEY CODING

Info not available

ADDRESSING

CARTRIDGE (FLAT FEE) **\$30.00 /L**
 CD-ROM (FLAT FEE) **\$50.00 /L**
 EMAIL DELIVERY (FLAT FEE) **\$75.00 /L**
 HOME ADDRESS
 KEYING **\$3.00 /M**
 Reuse
 RUN CHARGES **\$10.00 /M**
 RUSH FEE (FLAT FEE) **\$50.00 /L**
 SPECIAL FUNDRAISING RATE

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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