



## B.A. Mason Package Insert Program (PIP)

### SEGMENTS

<b>64,745</b>	TOTAL UNIVERSE / BASE RATE	<b>\$60.00/M</b>
<b>64,745</b>	Estimated Annual Packages	<b>\$60.00/M</b>

### DESCRIPTION

Founded in 1904 by boot maker Bert A. Mason, **B.A. Mason** has grown to become the largest mail order footwear cataloger in the United States. The consumers are known direct mail buyers and accessible through this package insert program.

**B.A. Mason** is a catalog marketer of high quality footwear for men and women. This catalog features shoes for dress, casual, work, athletic and outdoor activities in hard-to-find sizes. These consumers are known direct mail buyers.

Visit: [www.bamason.com](http://www.bamason.com)

We recommend this program for a variety of offers including: home décor, gifts, travel, food, gardening, health, beauty and fitness, jewelry, books and magazines, and general merchandise.

### Additional Demographics

Average Age - 65

### General Comments

-All reservations must be fulfilled 8 weeks prior to the "need-by-date" with one of the following: order placement, confirmation of reservation in writing, or cancellation of reserved space in writing.

-Competitive product offers will not be accepted.

-Overweight fees will vary - please inquire.

-Inserts due 4 weeks prior to mail date.

-All shipments must be packed in convenient cartons - no bulk pack, no gaylords. Shipments not packed properly will be refused. Any redelivery charges will be at the expense of the mailer.

-Overages received will be inserted and invoiced unless otherwise notified in writing.

### DEMOGRAPHICS/PROFILE

Women	<b>31%</b>
Men	<b>59%</b>
Average Income	<b>\$40,000</b>

### SOURCE

Direct mail sold  
Catalog

### GENERAL COMMENTS

### ID NUMBERS

DMI NUMBER	18193
NEXTPMARK NUMBER	219182
MIN NUMBER	30330

### LIST TYPE

Consumer

### CURRENCY

US DOLLAR

### GENDER

MALE	59%
FEMALE	31%

### UNIT OF SALE

Average: **\$87**

### INCOME

\$40,000

### MINIMUM ORDER REQUIREMENTS

NAMES:	25,000
DOLLARS:	\$

### COUNTS THROUGH

02/16/2017

### CARD UPDATED

04/19/2017

### UPDATE CYCLE

ANNUALLY

### NEXT UPDATE

### DIMENSIONS

- Maximum Size: 5 1/2" x 8 1/2"
- Minimum Size: 3 1/2" x 5"
- Oversized: Inquire
- Maximum Weight: 1/4 ounce
- Overweight: Yes
- Maximum Inserts: 6

All shipments must be packed in convenient cartons - no bulk pack, no gaylords. Shipments improperly packed will be refused. Any redelivery charges will be at the mailer's expense. All cartons must be clearly marked with quantity per carton, total number of cartons per shipment, total quantity per shipment, key code, mailer name and program name. All material must be shipped prepaid. If inserts are not received on time, insertion dates will not be guaranteed. Infogroup reserves the right to cancel any order upon 60 days written notice prior to the insertion date without penalty. Infogroup requires a cancellation notice 120 days prior to the mail date or full insertion charges may be incurred. Mailer is responsible for a \$150/L cancellation fee on all cancelled orders. Payment is due 30 days from invoice date. All quantities are based on projected distribution. Owner makes no warranties, representations or guarantees regarding insertion dates or quantities. Owner reserves the right to modify or delay insertion numbers and mailing dates. Owner shall not be liable for any delays in delivery of package inserts and is not liable for any special, direct, indirect, incidental or consequential damages, including, but not limited, to loss of income or loss of profits, rising out of or relating to this insertion order. This program does not allow first right of refusal. Overweight and hand insertion charges are not commissionable. NEITHER INFOGROUP NOR THE PROGRAM OWNER GUARANTEES THAT INSERTION QUANTITIES WILL BE MET. WE ASSUME NO LIABILITY FOR PIECES NOT DISTRIBUTED ON TIME DUE TO FLUCTUATIONS IN SALES, CHANGES IN MAIL DATES OR CIRCULATION QUANTITIES. INSERTION DATES FOR TIME SENSITIVE PIECES CANNOT BE GUARANTEED.

*PRICING*

Terms: **15% Commission to Recognized Brokers**

*CONTACT*

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