

## Affordable Insurance Applicants



Affordable Insurance Applicants are online applications shopping for insurance for Auto, Home, Health and Life Insurance from a number of online quote sites. In their quest for competitive insurance rates they have submitted information about themselves, their lifestyles and habits. Daily updates with email address are then appended with postal address and enhancements. This validates the self-reported information and provides segmentation to reach targeted audiences.

### SEGMENTS

2,400,000	Total Universe / Universe Rate	\$80.00/M
175,000	1 Mos. Insurance Applicants	\$90.00/M
595,000	3 Mos. Insurance Applicants	+ \$10.00/M
250,000	3 Mos Health Insurance Applicants	+ \$10.00/M
75,000	3 Mos. Life Insurance Applicants	+ \$10.00/M
2,400,000	12 Mos Insurance Applicants	\$80.00/M
	Fundraiser / Publisher Base Rate	\$65.00/M
	Email Address: Min. 25M	+ \$25.00/M

### DESCRIPTION

#### **NEW DATA FEED COMING INTO THIS FILE!**

**Affordable Insurance Applicants** are online applications shopping for insurance for Auto, Home, Health and Life Insurance from a number of online quote sites. In their quest for competitive insurance rates they have submitted information about themselves, their lifestyles and habits. Daily updates with email address are then appended with postal address and enhancements. This validates the self-reported information and provides segmentation to reach targeted audiences.

Marketers can reach these hotline insurance applicants at postal, email or by phone. All applicants are opted in to receive email offers from 3rd parties. Mailers can select by type of insurance sought, health, home, life, mortgage or auto. The file is enhanced with demographic and lifestyle attributes by major enhancement sources. Live email data feed available at premium charges.

**Profile:** 54% Female, 46% Male, Avg. HH Income \$35,000

**Product Selects:** Auto, Health, Life, Home & Mortgage Insurance.

**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

**Real Time Data Feeds Available. Inquire**

#### **Telemarketing:**

SAN# and Expiration Date required. Complete Script and Client name/address required for Approval. 25% Prepayment required on all telemarketing orders.

### ID NUMBERS

Manager ID	
NextMark ID	353372
mIn ID	353372
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Internet/On-Line, Opt-in e-mail

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/01/2012
New to Manager	08/11/2010
Counts Through	12/31/2017

### DATA CARD MAINTENANCE

New To System	09/10/2012
"New to System" Announcement	10/02/2012
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner/ Renter	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Mail Order Buyers	\$8.00/M
Marital Status	\$8.00/M
Bank Credit Card Holder	\$8.00/M
Spanish Speaking/ Hispanic	\$15.00/M
Home, Health, Life, Mortgage, Auto	\$10.00/M
Pet Owners	\$8.00/M
Reading Interest	\$8.00/M
Interest Selects	\$8.00/M

**MANAGER**  
**DSA Direct, LLC**

**UNIT OF SALE**  
 Average **\$50.00**

GENDER	
Male	46%
Female	54%

**AVERAGE INCOME**  
 Value **\$35,000.00**

**MINIMUM ORDER**  
 Minimum Quantity **7,500**  
 Minimum Price **\$500.00**

**COMMISSIONS**  
 Broker **20%**  
 Agency **15%**

**NET NAME ARRANGEMENTS**  
**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **50,000**  
 Run Charges **\$8.00/M**

**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 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 required on new tests, all email orders and 25% on telemarketing orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct,, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact