

Ailment Masterfile by DSA

Ailments Masterfile by DSA is a large comprehensive file of mostly seniors inquiring about ailments on online sites. They have self-reported their interest in specific ailment (s) in questionnaires and/or purchased related ailment products. Responders are seeking information, literature such as newsletters, services and special offers relating to ailments.

SEGMENTS

10,000,000	Total Universe / Universe Rate	\$150.00/M
650,000	30-day Responders	\$150.00/M
155,000	30-day Responders - Arthritis	+ \$10.00/M
181,000	Allergies	+ \$10.00/M
20,000	Asthma	+ \$10.00/M
300,000	Arthritis	+ \$10.00/M
80,000	Bladder Control	+ \$10.00/M
150,000	Cancer	+ \$10.00/M
325,000	Cholesterol	+ \$10.00/M
150,000	Diabetes	+ \$10.00/M
370,000	Heart Conditions	+ \$10.00/M
180,000	Loss of Hearing	+ \$10.00/M
60,000	Osteoporosis	+ \$10.00/M
50,000	Physical Handicap	+ \$25.00/M
	Email Campaign	+ \$25.00/M

DESCRIPTION

Ailments Masterfile by DSA is a large comprehensive file of mostly seniors inquiring about ailments on online sites. They have self-reported their interest in specific ailment (s) in questionnaires and/or purchased related ailment products. Responders are seeking information, literature such as newsletters, services and special offers relating to ailments. Unlike many ailment files on the market, this file provides hotline ailment data making it an excellent file for marketers seeking to provide relevant offers such as health supplements, health products, contributions to health causes and books and subscriptions on health and wellbeing.

Selects: Any Ailment, Allergies, Alzheimer's, Arthritis, Asthma, Bladder Control, Cancer, Diabetes, Emphysema, High Blood Pressure, High Cholesterol, Loss of Hearing, Osteoporosis, Handicap/Disability, Also, Donors, Donors by Category, Reading Interest, Age, Income and other demographic and lifestyle selects. Additional AILMENT & Selects available Inquire

MODELING AVAILABLE:

10,000 Minimum Needed to build model.
6-8 Weeks Processing Time.
Min. 25,000 records supplied.


EMAIL ORDERS:

Minimum: 25,000 Discounts available for larger volume.

ID NUMBERS

Manager ID	
NextMark ID	400800
mIn ID	400800
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Direct response, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	12/02/2013
New to Manager	11/29/2013
Counts Through	06/30/2018

DATA CARD MAINTENANCE

New To System	12/02/2013
"New to System"	12/03/2013
Announcement	
Last Update	07/23/2018
Next Update	08/08/2018
Update Frequency	MONTHLY

Creative Requirements: Provide HTML & Text format. Must contain Client name/Address and opt out of future emails. Creative due 3-5 days pror to testing. Launch date set upon approval of tests. Creative services available for \$275/F. Personalization available. Suppression files no charge up to 250,000. Inquire for larger files.

Deployment included in pricing. Set up fee additional; inquire. Tracking reports provided. 2 Tests included, additional testing at \$100/F. Re-blast available at discounted rate with subject line change. Prepayment required on all EMAIL orders.

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Demographic	\$8.00/M	MINIMUM ORDER	
Gender/Sex	\$8.00/M	Minimum Quantity	10,000
Geo/Geographical	\$8.00/M	Minimum Price	\$750.00
Income	\$8.00/M	COMMISSIONS	
Ailments	\$10.00/M	Broker	20%
Allegeries	\$10.00/M	Agency	15%
Arthritis	\$10.00/M	NET NAME ARRANGEMENTS	
Asthma	\$10.00/M	Net Name is allowed	
Bladder	\$10.00/M	Floor	85%
Cholesterol	\$10.00/M	Minimum Quantity	50,000
Diabetes	\$10.00/M	Run Charges	\$8.00/M
Emphysema	\$10.00/M	EXCHANGES	
High Blood Pressure	\$10.00/M	Exchange is not allowed	
Loss of Hearing	\$10.00/M	REUSE	
Osteoporosis	\$10.00/M	Reuse is allowed	
Handicap / Disability	\$10.00/M	Minimum Quantity	0
Reading Interest	\$8.00/M	Run Charge	
Alzheimer's	\$10.00/M	CANCELLATION	
High Cholesterol	\$10.00/M	Charges	\$100.00/F
Donors by Category	\$10.00/M	CANCELLATION INSTRUCTIONS	
Lifestyle/ Interests	\$8.00/M	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 cancel. run chrgs & shipping/material fees.	
MANAGER		KEY CODING	
DSA Direct, LLC		Key Coding is available	
		Charges	No charge
GENDER		ADDRESSING	
Male	48%	FTP	\$75.00/F
Female	47%	EMAIL	\$75.00/F
		RUN CHARGE	\$8.00/M
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required for list owner approval. Prepayment for first time users. Prepayment required on all email orders.	

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact