

Ailment Masterfile by DSA

Ailment Masterfile by DSA offers marketers with a comprehensive file of mostly seniors with ailment concerns. They have self-reported in surveys their ailment concerns and/or have purchased products to remedy these 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 from mostly seniors inquiring about ailments on online sites offering information. They have self-reported in questionnaires and/or purchased related products indicating their interest in ailment products, literature such as newsletters, services and information relating to ailments.

A perfect file for marketers seeking to provide relevant information, products, services or contributions to donor appeals.

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.
Creative Requirements: Provide HTML & Text format. Must contain Client

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	12/31/2017

DATA CARD MAINTENANCE

New To System	12/02/2013
"New to System"	12/03/2013
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

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	\$10.00/M	Value	\$45,000.00
Demographic	\$10.00/M	MINIMUM ORDER	
Gender/Sex	\$8.00/M	Minimum Quantity	10,000
Geo/Geographical	\$8.00/M	Minimum Price	\$750.00
Income	\$10.00/M	COMMISSIONS	
Presence of Child	\$10.00/M	Broker	20%
Ailments	\$10.00/M	Agency	15%
Allergies	\$10.00/M	NET NAME ARRANGEMENTS	
Arthritis	\$10.00/M	Net Name is allowed	
Asthma	\$10.00/M	Floor	85%
Bladder	\$10.00/M	Minimum Quantity	50,000
Cholesterol	\$10.00/M	Run Charges	\$8.00/M
Diabetes	\$10.00/M	EXCHANGES	
Emphysema	\$10.00/M	Exchange is not allowed	
High Blood Pressure	\$10.00/M	REUSE	
Loss of Hearing	\$10.00/M	Reuse is allowed	
Osteoporosis	\$10.00/M	Minimum Quantity	0
Handicap / Disability	\$10.00/M	Run Charge	
Reading Interest	\$8.00/M	CANCELLATION	
Alzheimer's	\$10.00/M	Charges	\$100.00/F
High Cholesterol	\$10.00/M	CANCELLATION INSTRUCTIONS	
Donors by Category	\$10.00/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.	
lifestyle	\$8.00/M	KEY CODING	
MANAGER		Key Coding is available	
DSA Direct, LLC		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				
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