

**American FREEBIES Survey, Sweeps & Reward Program Responders**



American FREEBIES Survey, Sweeps & Reward Program Members is a large multi-sourced file providing online coupon clippers, survey responders, sweepstakes entrants and rewards program sign ups! The file is overlaid with mail order, donor and demographic data. These responders are totally motivated by discounts, prizes and other incentives. This is a quick responding audience that perfect for all gaming, sweepstakes and lead generation offers.

**SEGMENTS**

|           |                                   |             |
|-----------|-----------------------------------|-------------|
| 1,200,000 | Total Universe / Universe Rate    | \$65.00/M   |
| 325,000   | 1 Mos. Multi Responders           | \$65.00/M   |
| 180,000   | 1 Mos. Survey Responders          | \$65.00/M   |
| 60,000    | 1 Mos. Rewards Program Sign Ups   | \$65.00/M   |
| 80,000    | 1 Mos. Sweepstakes Entrants       | + \$10.00/M |
| 55,000    | 1 Mos. Multi-Respond. & MOB's     | + \$10.00/M |
| 1,200,000 | 12 Mos Multi-Responders           | \$65.00/M   |
|           | Publishers & Fundraiser Base Rate | \$65.00/M   |
|           | Email Campaign - 25M Minimum      | + \$25.00/M |

**DESCRIPTION**

**American FREEBIES Survey, Sweeps & Rewards Program Responders** is a large multi-sourced file providing online coupon clippers, survey responders, sweepstakes entrants and rewards program sign ups! The file is overlaid with mail order, donor and demographic data. These responders are totally motivated by discounts, prizes and other incentives. This is a quick responding audience that perfect for all gaming, sweepstakes and lead generation offers.

This file is perfect for offers that contain sweepstakes, incentive offers, gaming, discount programs and club offers. File updates monthly.

**Special Selects:** Age, Income, Presence of Children, Identified Mail Order Buyers. Survey Responders, Rewards Program Members, Sweepstakes Entrants

**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

**Telemarketing:** 5,000 min.

SAN# & Complete Script required.

25% prepayment required

**MINIMUM:** 7,500 postal mailing

**ID NUMBERS**

|             |        |
|-------------|--------|
| Manager ID  |        |
| NextMark ID | 425415 |
| mIn ID      | 425415 |
| SRDS ID     |        |

**MEDIA TYPE**

Consumer

**SOURCE**

Compiled lists, Multi Sourced, Internet/On-Line

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

|                |            |
|----------------|------------|
| Market Entry   | 11/05/2014 |
| New to Manager | 08/19/2010 |
| Counts Through | 09/30/2017 |

**DATA CARD MAINTENANCE**

|                  |            |
|------------------|------------|
| New To System    | 11/03/2014 |
| "New to System"  | 11/06/2014 |
| Announcement     |            |
| Last Update      | 10/10/2017 |
| Next Update      | 11/07/2017 |
| Update Frequency | MONTHLY    |

**SELECTS**

|                  |           |
|------------------|-----------|
| Age              | \$10.00/M |
| Childs Age Range | \$10.00/M |
| Demographic      | \$10.00/M |
| Ethnic/Ethnicity | \$15.00/M |
| Gender/Sex       | \$8.00/M  |
| Geo/Geographical | \$8.00/M  |
| Home Owner       | \$10.00/M |

**AVERAGE INCOME**

|       |             |
|-------|-------------|
| Value | \$40,000.00 |
|-------|-------------|

**MINIMUM ORDER**

|                  |          |
|------------------|----------|
| Minimum Quantity | 7,500    |
| Minimum Price    | \$450.00 |

**COMMISSIONS**

Income Select **\$10.00/M**  
 Lifestyle **\$10.00/M**  
 Marital Status **\$10.00/M**  
 Phone Number **\$25.00/M**

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

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

**GENDER**  
 Male **35%**  
 Female **65%**

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 cancelled 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. Email Orders: Cancellation after testing is at full charges.

**KEY CODING**  
**Key Coding is available**  
 Charges **No charge**

**ADDRESSING**  
 FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece required on Tests for Approval. Prepayment required on all Email & Telemarketing orders. Telemarketing: SAN# and expiration date required.

**CONTACTS**

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

★ = Primary contact