

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, gift card recipients and rewards program sign ups! The file is overlaid with mail order, donor and demographic data. This quick responding audience is motivated by discounts, prices and other incentives and is 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 & Reward Program Members is a large multi-sourced file providing online coupon clippers, survey responders, sweepstakes entrants, gift card recipients and rewards program sign ups! The file is overlaid with mail order, donor and demographic data. This quick responding audience is motivated by discounts, prices and other incentives and is perfect for all gaming, sweepstakes and lead generation offers.

The source is from agency that runs promotion programs to provide leads. 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, Gift Card Recipients.

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

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
Gift Card Recipients	\$10.00/M
Survey Responders	\$10.00/M

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	02/28/2018

DATA CARD MAINTENANCE

New To System	11/03/2014
"New to System"	11/06/2014
Announcement	
Last Update	03/07/2018
Next Update	04/09/2018
Update Frequency	MONTHLY

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Broker	20%
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Household Income **\$10.00/M**
 Lifestyle/ Interests **\$10.00/M**
 Phone Number **\$25.00/M**

Agency **15%**

MANAGER

DSA Direct, LLC

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$8.00/M**

UNIT OF SALE

Average **\$50.00**

EXCHANGES

Exchange is not allowed

GENDER

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

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 DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact