

Browsing Shoppers Ready to Buy



Hotline Browsing Shoppers Ready to Buy are researching the products and services they are seeking to purchase. Categories selects include Auto's by make and model, Purchase vs' Lease, Insurance: health, life, auto, Home/ Personal Security Devices, Loans: personal, mortgages, as well as job seekers and retirement options.

SEGMENTS

| | | |
|---------|--|-------------|
| 875,000 | Total Universe / Universe Rate | \$75.00/M |
| 275,000 | 1 Mos. Auto Buy / Lease Shoppers | + \$10.00/M |
| 350,000 | 1 Mos. Insurance Shoppers Auto Health Life | + \$10.00/M |
| 45,000 | 1 Mos. Job / Career Seekers | + \$10.00/M |
| 175,000 | 1 Mos. Loan Shoppers Car Home Refi | + \$10.00/M |
| 250,000 | 1 Mos. Retirement Planning Shoppers | + \$10.00/M |
| 15,000 | 1 Mos. Security Device Shoppers | + \$10.00/M |
| 250,000 | Weekly Hotline | + \$15.00/M |
| | Fundraiser / Publisher Base Rate | + \$65.00/M |
| | At Email 25,000 Minimum | + \$25.00/M |

DESCRIPTION

Browsing Shoppers Ready to Buy

Hotline **Browsing Shoppers Ready to Buy** are researching the products and services they are seeking to purchase. Categories selectable include Auto's by make/model, Insurance, Home/Personal Security Devices, Buy/Lease a Vehicle as well as job seekers, loans for personal or home mortgages and retirement planning. The weekly hotline file at postal and email address provides shoppers that has done a series of actions making them prime prospects for savvy marketers.

Today's shoppers leave a trail of clues as to what they are looking to buy. Searching for these buyers with strong intent has never been easier with Browsing Shoppers Ready to Buy. Updated weekly, the file provides a well-timed opportunity for marketers to get their product and/ or services in front of real potential customers.

Average Monthly Hotline Counts

Automobile Buyers:

| | |
|-----------------------------|---------|
| Automobiles by Make / Model | 300,000 |
| Auto Buyers vs' Lease | 275,000 |

Home/Personal Security Devices 150,000

Insurance Category:

| | |
|------------------|---------|
| Auto Insurance | 125,000 |
| Life Insurance | 150,000 |
| Health Insurance | 55,000 |
| Burial Insurance | 140,000 |

Job/Career Opportunities 45,000

Loans

| | |
|--------------------|---------|
| Personal Loan | 50,000 |
| Home Mortgage Loan | 140,000 |
| Refinance Loan | 75,000 |

Retirement Planning 250,000

Additional Intent to buy categories and selects available. Please inquire.

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 469492 |
| mIn ID | |
| SRDS ID | |

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 11/01/2016 |
| New to Manager | 11/01/2016 |
| Counts Through | 10/31/2016 |

DATA CARD MAINTENANCE

| | |
|------------------------------|------------|
| New To System | 11/01/2016 |
| "New to System" Announcement | |
| Last Update | 11/01/2016 |
| Next Update | 12/09/2016 |
| Update Frequency | MONTHLY |

Email: 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval.

2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line

SELECTS

| | |
|------------------------------------|------------------|
| Age | \$8.00/M |
| Demographic | \$8.00/M |
| Ethnic/Ethnicity | \$10.00/M |
| Gender/Sex | \$8.00/M |
| Geo/Geographical | \$8.00/M |
| Home Owner/ Renter | \$8.00/M |
| Income Select | \$8.00/M |
| Lifestyle/ Interests | \$8.00/M |
| Mail Order Buyers | \$8.00/M |
| Marital Status | \$8.00/M |
| Bank Credit Card Holder | \$8.00/M |
| Presence of Children | \$8.00/M |
| Spanish Speaking/ Hispanic | \$10.00/M |
| Home, Health, Life, Mortgage, Auto | \$5.00/M |
| Purchase vs Lease | \$5.00/M |
| Retirement Planning | \$5.00/M |
| Security Device Shoppers | \$5.00/M |
| Auto Make / Model | \$5.00/M |

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$50.00**

GENDER

| | |
|--------|------------|
| Male | 40% |
| Female | 43% |

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 |
|--|-----------------|---------------------------|----------------|----------------|
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★ = Primary contact