

## Call Center Infomercial Buyers by DSA



Reach quick to respond buyers generated from infomercials. When infomercials air customers are quick to call or log on to websites to place their orders creating a surge of hungry shoppers purchasing beauty/skin products, exercise equipment, household products, automotive accessories, cookware, get rich programs, self-help and financial information. Call Center Infomercial Buyers is a perfect prospect file!



### SEGMENTS

3,620,831	Total Universe / Universe Rate	\$80.00/M
400,000	1 Month Buyers	\$95.00/M
1,085,000	3 Month Buyers	\$85.00/M
3,620,831	12 Month Buyers	\$80.00/M

### ID NUMBERS

Manager ID	
NextMark ID	498626
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer	 
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### SOURCE

TV generated, Direct response

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/02/2018
New to Manager	08/12/2010
Counts Through	12/31/2017

### DATA CARD MAINTENANCE

New To System	12/14/2017
"New to System" Announcement	01/03/2018
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

### DESCRIPTION

**Call Center Infomercial Buyers by DSA** Reach quick to respond buyers generated from infomercials. When infomercials air customers are quick to call or log on to websites to place their orders creating a surge of hungry shoppers purchasing beauty/skin products, exercise equipment, household products, automotive accessories, cookware, get rich programs, self-help and financial information. The source of this file is from an agency that handles media buying, call centers, fulfillment and customer service for a variety of offers. A perfect prospect audience for a variety of products and services. Product Categories are selectable. File is overlaid with demographics and lifestyle selects.

**Audience Profile:** 55% Female, 45% Males, Avg. HH Income: \$40,000. Avg. Order Range: \$20 - \$100 (Not selectable)

**File Update:** Monthly

**Telemarketing:** 5,000 minimum. SAN# & Complete Script needed for approval. 25% prepayment required.

**Minimum:** 7,500 postal

### SELECTS

Age	\$8.00/M
Gender	\$8.00/M
Demographics	\$8.00/M
Lifestyle	\$8.00/M
Geographic	\$8.00/M
Phone Numbers	\$25.00/M
Ethnicity	\$12.00/M
Product: Beauty	\$10.00/M
Product: Health / Fitness	\$10.00/M
Product: Automotive	\$10.00/M
Product: Household	\$10.00/M
Product: Financial Investments	\$10.00/M
Product: Fashion /Accessories	\$10.00/M

### MANAGER

DSA Direct, LLC

### AVERAGE INCOME

Value	\$40,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

### COMMISSIONS

Broker	20%
Agency	15%

### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **45%**  
 Female **55%**

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge **\$100.00/F**

**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 cancellation 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.  
 Telemarketing Offers: Prepayment, SAN#, Script Required. Prepayment on new tests.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact