

Continuing Education Applicants by DSA



New DATA FEED! Continuing Education Applicants by DSA provides hotline highly motivated individuals looking to improve their lifestyles through higher education. Sourced from a number of online sites, these responders are seeking information about continuing education. They have provided detailed information about themselves and the kind of education they are seeking.

SEGMENTS

1,920,000	Total Universe / Universe Rate	\$85.00/M
195,000	1 Mos. Applicants	\$100.00/M
550,000	3 Mos. Applicants	\$95.00/M
1,920,000	12 mos. Applicants	\$85.00/M
	Email Addresses	\$125.00/M

ID NUMBERS

Manager ID	
NextMark ID	293596
mIn ID	149937
SRDS ID	929490-000

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System	08/31/2010
"New to System" Announcement	10/07/2010
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

New DATA FEED!

Continuing Education Applicants by DSA provides hotline highly motivated individuals looking to improve their lifestyles through higher education. Sourced from a number of online sites, these responders are seeking information about continuing education options. They have provided detailed information about themselves and the kind of education they are seeking.

"I want a better job, more money, better work place and provide more for my family...."

That's what the folks on the file Continuing Education Applicants by DSA are saying when the search for the right continuing education program that fits their interests. The file gets fresh new EDU leads daily at email address. The file is enhanced with demographics and lifestyle selects. Postal file updates monthly. .

Recommended for Continuing Education Offers, Seminars, Books/Publications, Subscriptions, credit & financial offers.

Postal Orders Minimum 7,500

EMAIL Orders: Minimum 25,000

All email addresses are all opted in to 3rd party offers.

Prepayment required on all email orders.

Complete Creative must be approved prior to scheduling deployment date.

Creative Requirements: HTML & Text format & must contain Client Name & Address.

2 tests included: Creative changes after initial testing phase, will incur \$100/F for each change. Creative Services available \$275/F. Client to provide Subject Line, From Info and Seed Email Addresses. All orders Include: 2 Test emails and Tracking Report with delivered, opens, click thru data.

Re-Blasts of Email available at reduced rate with Subject Line Change only.

PHONE NUMBERS AVAILABLE. Minimum 5,000

SAN# and Script must be pre-cleared.

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Marital Status	\$8.00/M
Specialty	\$15.00/M
Phone Numbers	\$25.00/M
Level of Education	\$10.00/M
Degree Type Interest	\$10.00/M
Pres. of Children	\$8.00/M
Credit Card Holders	\$10.00/M
Mail Order Buyer Activity and More	\$8.00/M

MANAGER
DSA Direct, LLC

GENDER	
Male	35%
Female	65%

AVERAGE INCOME	
Value	\$35,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/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. Telemarketing Orders require Prepayment. SAN# must be provided & script precleared.

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 on new tests. Email orders require Prepayment. Creative in HTML & Text. 2 test blasts, add'l tests at \$100/F. Email must contain opt out link & full company name & address.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact