

Credit Repair & Debt Consolidation Applicants



Credit Repair & Debt Consolidation Applicants have filled out online questionnaires in an effort to reduce their debt and repair their credit worthiness. Applicants have provided detailed information about their credit standings for this paid service.

SEGMENTS

1,175,000	Total Universe / Universe Rate	\$80.00/M
275,000	1 Mos Credit Repair Applicants	\$85.00/M
700,000	3 Mos Credit Repair Applicants	\$80.00/M
100,000	1 Mos. Debt Consolidation Applicants	\$85.00/M
280,000	3 Mos. Debt Consolidation Applicants	\$80.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	531929
mIn ID	531929
SRDS ID	

MEDIA TYPE

Consumer	
----------	--

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/04/2019
New to Manager	03/04/2019
Counts Through	12/31/2019

DATA CARD MAINTENANCE

New To System	03/04/2019
"New to System" Announcement	03/05/2019
Last Update	01/22/2020
Next Update	02/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Credit Repair & Debt Consolidation Applicants have filled out online questionnaires in an effort to reduce their debt and repair their credit worthiness. They are seeking better credit worthiness or have applied to reduce their outstanding debt. Applicants have submitted details about their credit standings for this paid service by submitting information on the amount of debt, type of debt such as credit card or non-credit card, type of creditor owed to and income.

Applicants are looking for ways to improve their finances and are willing to pay a service to assist them in this process. Prospects are appropriate for easy credit term offers, discount memberships, low cost insurance and sub-prime credit offers. Sample mail pieces required for approval for all offers.

File Updates Monthly

Demographics: 65% Female, Avg Age 45+, Income \$35,000

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services are 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 is available. Can suppress housefile, inquire. Prepayment required on all email

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Home Owner, Renter	\$10.00/M
Email Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	\$35,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

UNIT OF SALE	
Average	\$45.00

GENDER	
Male	45%
Female	65%

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 and email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact