

DSA New Movers



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SEGMENTS

15,000,000	Total Universe / Universe Rate	\$75.00/M
1,265,000	1 Mos. New Movers	\$85.00/M
2,750,000	3 Mos. New Movers	\$80.00/M
15,000,000	12 Mos. New Movers	\$75.00/M
275,000	Weekly Hotline	\$90.00/M
	Fundraisers	\$65.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	372603
mIn ID	372603
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Government records, Direct response, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/31/2013
New to Manager	08/11/2010
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	01/31/2013
"New to System"	02/01/2013
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

DSA New Movers file is sourced from new homeowner deeds, magazine subscription changes of address information as well as credit card, utility hook-ups and other similar sourced of change of address information. This large comprehensive new mover file updates weekly.

A large multisourced new mover file that is sure to provide new unique prospects to marketers. Attractive net terms available for large mailers.

Special Selects: New Homeowners, Old Address / New Address Selects, Home Market Value, Household Income, Age, Move from/to Apt or Home, Donors by Category, Presence of Children, Home Owner vs' Renters, Identified Mail Order Buyers by Product Category.

Demographics: 53% Male, 47% Female, Avg Age 40, Income \$45K

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 and Creative must contain clients full address information. Prepayment required on all email orders.

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner, Renter	\$10.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Marital Status	\$10.00/M
Home Market Value	\$10.00/M
Credit Card Type	\$10.00/M
Hispanic	
Donor by Category Cause	\$10.00/M
New Homeowners	
Old Address / New Address	
Move from/to Apt or Home	
Presence of Children	

AVERAGE INCOME

Value	\$45,000.00
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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

Mail Order Buyers
Household Income

MANAGER

DSA Direct, LLC

GENDER

Male	53%
Female	47%

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 All Email Orders. Creative Required for approval

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact