

## DSA Pre-Movers



DSA Pre-Movers file is sourced from real estate listings, contracts to sell and other actions indicating the household is preparing to sell their home and move. This large comprehensive file of pre-movers updated weekly.

### SEGMENTS

2,500,000	Total Universe / Universe Rate	\$80.00/M
60,000	Weekly Hotline Pre-Movers	\$85.00/M
200,000	Monthly Pre Movers	\$80.00/M
63,000	30 Day Pre-Movers Age 50+	+ \$8.00/M
35,000	30 Day Pre-Movers Age 65+	+ \$8.00/M
	Fundraisers Base Rate	\$75.00/M
	Email: 25,000 Min	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	530435
mIn ID	530435
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Government records, Compiled lists, Direct response, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	02/05/2019
New to Manager	08/11/2010
Counts Through	04/30/2019

### DATA CARD MAINTENANCE

New To System	02/05/2019
"New to System"	02/06/2019
Announcement	
Last Update	05/01/2019
Next Update	06/06/2019
Update Frequency	WEEKLY

### DESCRIPTION

**DSA Pre Movers** file is sourced from real estate listings, contracts to sell and other actions taken indicating the household is preparing to sell their home and move. The file provides the speed of information with weekly hotlines selectable at stage of pre move and accuracy of data cross verified.

**Non-profits seeking donations of cars, boats, furniture and other large items will find this audience receptive to respond.**

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

**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	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner, Renter	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Marital Status	\$8.00/M
Home Market Value	\$8.00/M
Credit Card Type	\$8.00/M

### MANAGER

DSA Direct, LLC

### GENDER

### 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

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

Male  
Female

53% **EXCHANGES**  
47% **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