

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 | 02/28/2019 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 02/05/2019 |
| "New to System" | 02/06/2019 |
| Announcement | |
| Last Update | 03/04/2019 |
| Next Update | 04/08/2019 |
| 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 |
|-------|-------------|

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 |

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 |
|--|-----------------|---------------------------|----------------|----------------|
| 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