

Easy Auto Loan Applicants



Easy Auto Loan Applicants are searching online for an auto loan. They have provided detailed information about the financing loan they are seeking to buy a car and many have researched the value of their current car to determine the trade in value.

SEGMENTS

1,175,000	Total Universe / Universe Rate	\$80.00/M
175,000	1 Month Auto Loan Applicants	\$95.00/M
508,000	3 Month Auto Loan Applicants	\$90.00/M
1,175,000	12 Month Auto Loan Applicants	\$80.00/M
	Fundraiser / Publisher Rate	\$75.00/M
	Email	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	381017
mIn ID	381017
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/16/2013
New to Manager	08/11/2010
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	05/16/2013
"New to System"	05/17/2013
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

EASY AUTO LOAN APPLICANTS are searching online for an auto loan. They have provided detailed information about the financing loan they are seeking to buy a car and many have researched the value of their current car to determine the trade in value.

Special Selects: Age, Income, Home ownership, Renter, Presence of Children, Credit Card Holders, Ethnicity, Credit Score Rating

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
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Mail Order Buyers	\$10.00/M
Marital Status	\$10.00/M
Bank Credit Card Holder	\$10.00/M
Home Owner, Renter	\$10.00/M
Credit Score Rating	\$15.00/M
Presence of Children, Credit Card	

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	\$35,000.00
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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

EXCHANGES

GENDER

Male	60%
Female	40%

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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
Additional Testing	\$100.00/F

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
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★ = Primary contact