

**Government Benefits Recipients by DSA**



Recipients of Government Assistance Programs have self-reported they are currently receiving government sponsored benefits and/or aid programs. Hotline responders are providing details on their household income and family dynamics in an effort to get additional financial assistance.

**SEGMENTS**

1,650,000	Total Universe / Universe Rate	\$75.00/M
155,000	1 Month Hotline	\$85.00/M
450,000	3 Month	\$80.00/M
1,650,000	12 Month	\$75.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	545941
mIn ID	
SRDS ID	

**MEDIA TYPE**

Consumer	
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**SOURCE**

Opt-in e-mail, Internet/On-Line, Multi Sourced, Direct response

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	10/17/2019
New to Manager	10/17/2019
Counts Through	09/30/2019

**DATA CARD MAINTENANCE**

New To System	10/17/2019
"New to System" Announcement	
Last Update	10/17/2019
Next Update	11/06/2019
Update Frequency	MONTHLY

**DESCRIPTION**

Recipients of Government Assistance Programs have self-reported they are currently receiving government sponsored benefits and/or aid programs. Hotline responders are providing details on their household income and family dynamics in an effort to get additional assistance, such as housing, food programs/SNAP, welfare, supplemental income, health care and financial programs providing credit, grants and supplement income.

Responders are primarily families with children in the household. Many responders, work and have low household income that makes them eligible for assistance. In seeking financial assistance, responders have provided details about their income sources.

This file is appropriate for offers that provide discounts, value pricing, deferred billing, alternative payment options and other value driven offers to serve this low income market.

**Special Selects:** Age, Income, Ethnicity, Homeowner / Renter, Demographic and Lifestyle Interests

**Demographics:** Mostly females 58%, 42% Males, Age 55, HH Income \$20,000

**Email Orders:** 25,000 Minimum

Creative requirements: HTML & Plain Text include client name and address, opt-out. Client to provide seed list, subject line and from line. 2 tests included. 2 Tracking reports. Creative services available upon request. 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

**AVERAGE INCOME**

Value	\$20,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

Income Select **\$10.00/M**  
 Home Owner, Renter **\$10.00/M**  
 Email Campaign **\$25.00/M**

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male **42%**  
 Female **58%**

**COMMISSIONS**

Broker **20%**  
 Agency **15%**

**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
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★ = Primary contact