

Health Survey Responders



Reach Incentivized Health Survey Responders that have participated in a telemarketing survey about their health conditions and concerns. Over 75 ailments have been reported on and are selectable. Responders are given discounts on related products and services as a reward for participating.

SEGMENTS

8,429,000	Total Universe / Universe Rate	\$135.00/M
702,421	30-day Ailment Survey Responders	\$135.00/M
595,000	Self-Reported - Arthritis	+ \$10.00/M
279,000	Self-Reported - Back Pain	+ \$10.00/M
310,000	Self-Reported - Chronic Pain	+ \$10.00/M
910,000	Self-Reported - Diabetes	+ \$10.00/M
125,000	Self-Reported - Heart Conditions	+ \$10.00/M
580,000	Self-Reported - High Blood Pressure	+ \$10.00/M
574,000	Self-Reported - High Cholesterol	+ \$10.00/M
62,000	Self-Reported - Impotence / ED	+ \$10.00/M
49,000	Self-Reported - Prostate Disorders	+ \$10.00/M
105,000	Self-Reported - Rheumatism	+ \$10.00/M
400,000	Self-Reported - Snoring	+ \$10.00/M
	Email Campaign 25M Min.	+ \$25.00/M

DESCRIPTION

Reach Incentivized **Health Survey Responders** that have participated in a telemarketing survey about their health conditions and concerns. Over 75 ailments have been reported on and are selectable. Responders are given discounts on related products and services as a reward for participating. The survey goals are to identify trends, develop marketing messages based on overall results and provide qualified leads. All participants are over age 18 and the file has been overlaid for validation of accuracy. Sample Mail Piece required for all orders.

Selects: Gender, Age, Income, Date of Birth Mth/Year

Ailment Selects:

Acne	Diabetes Type 1	Medical/ Medicare/ Disability
Adhd/Add	Diabetes Type 2	Menopause
Allergies	Diabetic	Menstrual Problems
Alzheimers	Diet	Migraines Or Headaches
Anxiety	Diet Or Ed	Multiple Sclerosis
Arteriosclerosis	Eczema	Nail Fungus
Arthritis	Emphysema	Nasal Allergies
Asthma	Endometriosis	Nasal Congestion
Athletes Foot	Gerd / Acid	Obesity
Back Pain	Gestational Diabetes	Oral Injectable Insulin
Bladder	Gingivitis	Osteoarthritis
Blood Pressure	Glasses	Osteoporosis
Breast Cancer	Hair Loss	Post Nasal Drip
Bronchitis	Hearing	Premenstrual Syndrome
Cancer	Heart Disease Or Attack	Prostate Cancer
Carpal Tunnel Syndrome	Heartburn	Prostate Disorders
Cholesterol	High Blood Pressure	Psoriasis
Chronic Bronchitis	High Cholesterol	Rheumatism

ID NUMBERS

Manager ID	
NextMark ID	531919
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Telemarketing, Direct response, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/04/2019
New to Manager	03/01/2018
Counts Through	02/28/2019

DATA CARD MAINTENANCE

New To System	03/04/2019
"New to System" Announcement	
Last Update	03/04/2019
Next Update	04/05/2019
Update Frequency	MONTHLY

Chronic Pain	Hyperacidity And Heartburn	Sinusitis
Chronic Respiratory Disease	Impaired Vision	Snoring
Colon Cancer	Impotence	Spinal Injury
Contacts	Impotence/Ed	Tobacco_Use
Copd	Indigestion	Ulcerative Colitis
Dandruff	Insomnia	Vision
Depression	Irritable Bowel Syndrome-Ibs	Weight
Depression/Anxiety	Lasik	Wheelchair Rx
	Lipitor Rx	

Minimum: 7,500 Postal

Demographics: 85% Female, Avg Age 50+

EMAIL ORDERS:

Minimum: 25,000 Discounts available for larger volume.

Creative Requirements: Provide HTML & Text format. Must contain Client name/Address and opt out of future emails. Creative due 3-5 days prior to testing. Launch date set upon approval of tests. Creative services available for \$275/F.

Personalization available. Suppression files no charge up to 250,000. Inquire for larger files.

Deployment included in pricing. Set up fee additional; inquire. Tracking reports provided. 2 Tests included, additional testing at \$100/F. Re-blast available at discounted rate with subject line change. Prepayment required on all EMAIL orders. All email records are opted in to 3rd party offers.

SELECTS	
Age	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Ailments	\$10.00/M
Allegeries	\$10.00/M
Arthritis	\$10.00/M
Cholesterol	\$10.00/M
Diabetes	\$10.00/M
Heart Conditions	\$10.00/M
High Blood Pressure	\$10.00/M
High Cholesterol	\$10.00/M
Lifestyle/ Interests	\$8.00/M

MANAGER
DSA Direct, LLC

GENDER	
Male	15%
Female	85%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$750.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES
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 cancel. run chrgs & shipping/ material fees.

KEY CODING	
Key Coding is available	
Charges	No charge

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 for first time users and on all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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