

Hotline Insurance Leads by DSA



Hotline Insurance Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance for auto, health, home, life, term and more. They are online and filling out applications, surveys and registering to get the information they seek. Available at Postal & Email.

SEGMENTS

6,500,000	Total Universe / Universe Rate	\$85.00/M
250,000	Weekly Hotline	\$100.00/M
850,000	1 Month Applicants	\$95.00/M
2,300,000	3 Month Applicants	\$85.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	529089
mIn ID	529089
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/17/2019
New to Manager	09/18/2017
Counts Through	01/31/2019

DATA CARD MAINTENANCE

New To System	01/17/2019
"New to System" Announcement	01/18/2019
Last Update	02/05/2019
Next Update	03/08/2019
Update Frequency	MONTHLY

DESCRIPTION

Hotline Insurance Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance for auto, health, home, life and more. They are online and filling out applications, surveys and sign up to get the information they seek. These hotline leads are available on a daily, weekly and monthly basis and are available at postal and email address. Get the leads you need that have requested the offer you can provide.

Selects Available: Insurance: Auto, Health, Home, Life and more. Plan to Buy Insurance selectable, Age, Income.

Demographics: 45% Female, 55% Male, Avg. Income \$37K

File Updates: Weekly
Date/Time Stamp available. Inquire.

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. 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.\$150/Flat set up fee.

PROFILE

Income (10.00/M)

- Supplies*
- Equipment*
- Stationery*
- Marketing Material*

SELECTS

Age	\$10.00/M
Income	\$10.00/M
Auto Insurance	\$10.00/M
Health Insurance	\$10.00/M
Home Insurance	\$10.00/M
Life Insurance	\$25.00/M
Email Campaign	\$25.00/M
Email Set Up Fee	\$150.00/F

AVERAGE INCOME

Value **\$3,700.00**

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker **20%**

MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$45.00
GENDER	
Male	55%
Female	45%

Agency **15%**

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/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. Cancellation after email tests deployment will result in full charges incurred.

KEY CODING	
Key Coding is available	
Charges	\$3.00/M

ADDRESSING	
FTP	\$75.00/F
Email	\$75.00/F

SPECIAL INSTRUCTIONS
 Sample mail piece required. Prepayment on new tests and on all email orders.

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) 928-8791

★ = Primary contact