

## Hotline Job Seekers by DSA



Looking for a job in the local papers is long gone. Hotline Job Seekers by DSA provides newly registered job seekers to online websites that populate this file. Registrants provide basic information about themselves and the position and salary they are seeking. Daily newly registered job seekers are selectable.

### SEGMENTS

850,000	Total Universe / Universe Rate	\$85.00/M
5,000	Daily Registered Job Seekers	+ \$25.00/M
55,000	Monthly Registered Job Seekers	+ \$10.00/M
825,000	Total File Job Seekers	\$85.00/M
	At Email Address	+ \$125.00/M

### ID NUMBERS

Manager ID	
NextMark ID	485919
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Internet/On-Line, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/10/2017
New to Manager	09/18/2017
Counts Through	08/31/2017

### DATA CARD MAINTENANCE

New To System	09/18/2017
"New to System" Announcement	10/11/2017
Last Update	10/10/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

### DESCRIPTION

Looking for a job in the local papers is long gone. **Hotline Job Seekers by DSA** provides newly registered job seekers to online websites that populate this file. Registrants provide basic information about themselves and the position and salary they are seeking. By registering they gain access to new job postings and enable employers to reach potential candidates. From low paying daily job opportunities to white collar office positions registering on job sites helps find that perfect job. Daily newly registered job seekers are selectable.

**Hotline Job Seekers** are perfect prospects for insurance, pharmacy discount offers, publications, continuing education, seminars, credit and financial and value priced products and services.

**Combo** email and direct mail efforts available at bundle pricing.

**Profile:** 40% Female, 60% Male, Avg Income: \$40K, Avg Age 45

**Email Orders:** Minimum 25,000

All email addresses are all opted in to 3rd party offers.

Prepayment required on all email orders.

Complete Creative must be approved prior to scheduling deployment date.

Creative Requirements: HTML & Text format & must contain Client Name & Address.

2 tests included: Creative changes after initial testing phase, will incur \$100/F for each change. Creative Services available \$275/F.

Client to provide Subject Line, From Info and Seed Email Addresses.

All orders Include: 2 Test emails and Tracking Report with delivered, opens, click thru data.

Suppression: \$5/M. Personalization is not available. Deployment: \$25/M

SELECTS	
Age/Income	\$10.00/M
Geo/Geographical	\$8.00/M
Gender	\$8.00/M
Email Address	

**MANAGER**  
**DSA Direct, LLC**

GENDER	
Male	60%
Female	40%

AVERAGE INCOME	
Value	\$40,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

**EXCHANGES**  
**Exchange is not allowed**

REUSE	
<b>Reuse is allowed</b>	
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	
<b>Key Coding is available</b>	
Charges	\$2.00/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
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★ = Primary contact