

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	485919
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	05/31/2018

DATA CARD MAINTENANCE

New To System	09/18/2017
"New to System" Announcement	10/11/2017
Last Update	06/11/2018
Next Update	07/09/2018
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

PROFILE**Email Address**

Supplies
Equipment
Stationery
Marketing Material

SELECTS

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

MANAGER**DSA Direct, LLC****UNIT OF SALE**

Average	\$45.00
---------	----------------

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**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	\$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
★ 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