

## Hotline Leads by DSA

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Hotline Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance, loans, mortgage's, cars, jobs business opportunities, pay day loans, travel deals, credit cards 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
447,400	Weekly Hotline	\$100.00/M
1,500,000	1 Month Hotline	\$95.00/M
6,500,000	3 Month Hotline	\$85.00/M
	Mortgages, Car Loans, Payday Loans	+ \$10.00/M
	Email Campaign 25M Min.	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	527356
mIn ID	527356
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/16/2019
New to Manager	09/18/2017
Counts Through	12/31/2019

### DATA CARD MAINTENANCE

New To System	12/19/2018
"New to System" Announcement	01/17/2019
Last Update	01/22/2020
Next Update	02/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Hotline Leads by DSA** provides prospects that have raised their hand indicating that are seeking insurance, loans, mortgages, cars, job and/or business opportunities, cars, pay day loans, travel deals, credit cards 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: Life, Health, Auto, Home, Mortgage's, Car Loans, Payday Loans, Cash Loans, Autos for Sale, Job Employment Opportunities, Business Opportunities, Travel Deals, Credit Cards, Dating Sites, Continuing Education Offers, Pharmacy Discount Programs, Sweepstakes Sites and more. Inquire.

**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.

### PROFILE

**Income** (10.00/M)

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

**Selects Available**

*Insurance*  
*Life*  
*Health*  
*Auto*  
*Home*

- Mortgage's*
- Car Loans*
- Payday Loans*
- Cash Loans*
- Autos for Sale*
- Job Employment Opportunities*
- Business Opportunities*
- Travel Deals*
- Credit Cards*
- Dating Sites*
- Continuing Education Offers*
- Pharmacy Discount Programs*

**SELECTS**

Age	<b>\$10.00/M</b>
Income	<b>\$10.00/M</b>
Ethnic	<b>\$15.00/M</b>
Lifestyle/ Interests	<b>\$8.00/M</b>
Auto Loan Seeker	<b>\$10.00/M</b>
Dating Site Registrant	<b>\$10.00/M</b>
Insurance Applicant	<b>\$10.00/M</b>
Job Seeker	<b>\$10.00/M</b>
Loan Seeker	<b>\$10.00/M</b>
Mortgage Seeker	<b>\$10.00/M</b>
Education	<b>\$10.00/M</b>
Travel Deals	<b>\$10.00/M</b>
Work from Home	<b>\$10.00/M</b>
Email Campaign	<b>\$25.00/M</b>
Selects Available	

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	<b>55%</b>
Female	<b>45%</b>

**AVERAGE INCOME**

Value **\$37,000.00**

**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 **\$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. 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

