

## Hotline Triggers of Change by DSA



Hotline Triggers of Change by DSA provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Planning a Wedding, or Just Moved. Change brings on all new needs; answer them with well timed offers at postal, email or digital ads.

### SEGMENTS

1,450,000	Total Universe / Universe Rate	\$85.00/M
150,000	Weekly Hotline	\$100.00/M
500,000	1 Month Hotline	\$95.00/M
520,000	1 Mos. Recently Retired	+ \$10.00/M
850,000	1 Mos. Recently Married	+ \$10.00/M
500,000	1 Mos. Recently Divorced	+ \$10.00/M
311,000	1 Mos. Recent Job Loss	+ \$10.00/M
340,000	1 Mos. Recently Loss of Spouse	+ \$10.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

### DESCRIPTION

**Hotline Triggers Change by DSA** provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Planning a Wedding, or Just Moved They are online and filling out applications, surveys and registering to get the information they seek. Lifestyle changes brings on all new host of needs, provide them with appropriate timely offers. Available at Postal, email and thur social media digital ads.

**Selects Available:** Marital Status Change: Married, Divorced, Widowed, Employment Status: Job Loss, New Job, Recently Retired, Recent Empty Nester, Recent Grandparent Status. 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 Test blasting 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*

### ID NUMBERS

**Manager ID**  
**NextMark ID** 546442  
**mIn ID**  
**SRDS ID**

### MEDIA TYPE

**Consumer** 

### SOURCE

Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry 12/23/2019  
New to Manager 09/18/2017  
Counts Through 01/31/2020

### DATA CARD MAINTENANCE

New To System 10/25/2019  
"New to System" 12/24/2019  
Announcement  
Last Update 02/07/2020  
Next Update 03/06/2020  
Update Frequency MONTHLY

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	\$10.00/M
Income	\$10.00/M
Ethnic	\$15.00/M
Lifestyle Change	\$10.00/M
Email Campaign	\$25.00/M
Selects Available	

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	55%
Female	45%

**AVERAGE INCOME**

Value	\$35,000.00
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**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
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**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	\$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
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★ = Primary contact

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