

Insurance Declines by DSA Direct



Insurance Declines by DSA Direct are responders to a questionnaire posed by telemarketers in the health industry. They have self-reported that they have been declined for insurance during the last 12 months and have indicated that they do not have insurance.

SEGMENTS

722,947	Total Universe / Universe Rate	\$80.00/M
32,480	1 Mos. Responders	\$95.00/M
112,025	3 Mos. Responders	\$90.00/M
186,829	6 Mos. Responders	\$85.00/M
722,947	12 Mos. Responders	\$80.00/M
	At Email Address	\$100.00/M

ID NUMBERS

Manager ID	
NextMark ID	358737
mIn ID	358737
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Telemarketing, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2012
New to Manager	09/01/2010
Counts Through	03/31/2016

DATA CARD MAINTENANCE

New To System	10/18/2012
"New to System" Announcement	10/19/2012
Last Update	04/11/2016
Next Update	05/13/2016
Update Frequency	MONTHLY

DESCRIPTION

Insurance Declines by DSA Direct are responders to a questionnaire posed by telemarketers in the health industry. They have self-reported that they have been declined for insurance during the last 12 months and have indicated that they do not have insurance.

The call centers are hired by health companies to survey individuals about their health, health insurance, medical products and service such as diabetic supplies and more. The responders have indicated if they have insurance and if they have been turned down by insurance company for health insurance. The file is updated daily and is available at postal and email address.

Demographics: Avg Age 48, Income \$35K+

Email: 25,000 Minimum

HTML & Plain Text Required. Creative Required for Approval.

2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner/ Renter	\$10.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Mail Order Buyers	\$10.00/M
Marital Status	\$10.00/M
Bank Credit Card Holder	\$10.00/M

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

Presence of Children **\$10.00/M**
 Spanish Speaking/ Hispanic **\$15.00/M**

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$50.00**

GENDER
 Male **46%**
 Female **54%**

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.

KEY CODING
Key Coding is available
 Charges **\$2.00/M**

ADDRESSING
 FTP **\$75.00/F**
 EMAIL **\$75.00/F**
 RUN CHARGE **\$8.00/M**

SPECIAL INSTRUCTIONS
 Sample mail piece required for list owner approval. Prepayment required on new tests and all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact