

Uninsured & Paying Out of Pocket by DSA



Uninsured & Paying Out of Pocket by DSA provides marketers with individuals seeking insurance that have self-reported that they do not have health insurance and are paying out of pocket for their RX health costs. Applicants are online searching for health insurance, shopping for competitive rates and various health plan offers.

SEGMENTS

875,000	Total Universe / Universe Rate	\$80.00/M
75,000	1 Mos. Applicants	\$90.00/M
225,000	3 Mos. Applicants	\$85.00/M
875,000	12 Mos Applicants	\$80.00/M
	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	381395
mIn ID	381395
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Telemarketing, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/20/2013
New to Manager	05/17/2013
Counts Through	12/31/2016

DATA CARD MAINTENANCE

New To System	05/20/2013
"New to System"	05/21/2013
Announcement	
Last Update	01/19/2017
Next Update	02/10/2017
Update Frequency	MONTHLY

DESCRIPTION

Uninsured & Paying Out of Pocket by DSA provides marketers with individuals seeking insurance that have self-reported that they do not have health insurance and are paying out of pocket for their RX health costs. Applicants are online searching for health insurance, shopping for competitive rates and various health plan offers. A perfect audience for discount club memberships, value priced and easy payment offers. File updates monthly!

Demographics: Avg HH Income \$45K+, Avg Age 40+

Special Selects: Have Medicare, Interest in Medicare

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee.

Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email.

Tracking report with delivered, opened, click thru.

Personalization available. Can suppress housefile, inquire. Prepayment required on all email.

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
Spanish Speaking/ Hispanic	\$15.00/M
Interest in Medicare	\$10.00/M
Have Medicare	\$10.00/M

AVERAGE INCOME

Value	\$45,000.00
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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

MANAGER
DSA Direct, LLC

GENDER	
Male	49%
Female	51%

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.

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) 625-8722

★ = Primary contact