

## Work At Home Opportunity Seekers by DSA

Work at Home Opportunity Seekers by DSA are exceptionally motivated to make money working from home. They have filled out a form online to get information about working from home, business opportunities full or part time. They are eager to find ways to make money seeking.




### SEGMENTS

1,425,000	Total Universe / Universe Rate	\$75.00/M
175,000	1 Mos Registrants	\$85.00/M
420,000	3 Mos Registrants	\$80.00/M
1,425,000	12 Mos Registrants	\$75.00/M
	Emails	+ \$25.00/M

### ID NUMBERS

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>292608</b>
<b>mIn ID</b>	<b>149142</b>
<b>SRDS ID</b>	<b>926973-000</b>

### MEDIA TYPE

**Consumer**   

### SOURCE

Opt-in e-mail, Multi Sourced, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	<b>10/02/2017</b>
New to Manager	<b>11/07/2017</b>
Counts Through	<b>04/30/2018</b>

### DATA CARD MAINTENANCE

New To System	<b>08/10/2010</b>
"New to System"	<b>08/11/2010</b>
Announcement	
Last Update	<b>05/03/2018</b>
Next Update	<b>06/08/2018</b>
Update Frequency	<b>MONTHLY</b>

### DESCRIPTION

**Work at Home Opportunity Seekers by DSA** are exceptionally motivated to make money working from home. They have filled out a form online to get information about working from home, business opportunities full or part time. They are eager to find ways to make money seeking. Daily leads are matched to postal address and enhancement with demographic and lifestyle selects from major sources. This validates information and provides qualified prospects.

**Work at Home Opportunity Seekers by DSA** is highly suggested for offers for discounts, promotionally oriented offers, credit & financial, publications, insurance, credit based products and services.

**Profile:** 44% Males, 56% Females, Avg. Income \$25,000, Mostly Age 40+

**Email:** 25,000 Min.

Prepayment required. All email addresses have been opted in for 3rd party offers. Complete creative must be approved prior to scheduling deployment. Creative requirements: HTML & Text format with all links. Email must contain company name and address. 2 Tests included. Creative changes after initial testing phase will incur \$100/F charge. Creative Services available starting at \$275/F. Requirements: Provide Subject Line, From Line, Seed List. Suppression file and personalization is available. Inquire.

### SELECTS

Age	<b>\$8.00/M</b>
Date of Birth	<b>\$10.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Income Select	<b>\$8.00/M</b>
Lifestyle	<b>\$8.00/M</b>
Credit Score Ranking	<b>\$15.00/M</b>

### AVERAGE INCOME

Value	<b>\$25,000.00</b>
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### MINIMUM ORDER

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

### COMMISSIONS

Ethnic/Ethnicity **\$15.00/M**  
 EMAIL ADDRESS **\$25.00/M**

Broker **20%**  
 Agency **15%**

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **44%**  
 Female **56%**

**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 not available**

**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 on first time 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