

## Ailment Masterfile by DSA



Ailments Masterfile by DSA provides hotline survey responders that indicate they or someone in the household suffers from specific ailments. They are filling out the questionnaires to get information, discount offers, newsletters, products and services relating to ailments. Reach ailment responders looking for info!

### SEGMENTS

9,500,000	Total Universe / Universe Rate	\$90.00/M
645,000	30-day Responders	\$90.00/M
2,500,000	Self-Reported Ailment -Allergies	+ \$10.00/M
143,700	Self-Reported Ailment -Arthritis	+ \$10.00/M
47,200	Self-Reported Ailment -Bladder Control	+ \$10.00/M
567,000	Self-Reported Ailment -Cancer	+ \$10.00/M
248,800	Self-Reported Ailment -Cholesterol	+ \$10.00/M
785,100	Self-Reported Ailment -Diabetes	+ \$10.00/M
105,300	Self-Reported Ailment -Heart Conditions	+ \$10.00/M
460,400	Self-Reported Ailment - Obesity	+ \$10.00/M
21,200	Self-Reported Ailment -Osteoporosis	+ \$10.00/M
45,000	Self-Reported Ailment -Physical Handicap	+ \$10.00/M
	Digital Campaign Inquire	\$55.00/M

### DESCRIPTION

**Ailments Masterfile by DSA** provides hotline survey responder's that indicate they or someone in the household suffers from specific ailments. They are filling out the questionnaires to get information, discount offers, newsletters, products and services relating to ailments. Select by ailment is available at postal and email address. Unlike many ailment files on the market, this file provides **hotline ailment data** making it an excellent file for marketers seeking to provide relevant offers such as health supplements, health products, contributions to health causes and books and subscriptions on health and well-being.

**Selects:** Demographics, Lifestyles & Interests, Ident. Mail order Buyers, Ident. Donors, Ailments available: Inquire for further select options.

Acne	Bladder Control	Heart Burn	Nasal
Acid Reflux	Bronchitis	Heart Disease	Obesity
ADD	Cancer	High Blood Pressure	Osteoarthritis
Allergies	COPD	High Cholesterol	Psoriasis
Alzheimer's	Crohns	IBS	Rheumatism
Anxiety	Depression	Impotence	Sinusitis
Arthritis	Diabetes	Insomnia	Snoring
Asthma	Eczema	Menopause	Spinal Injury
Black Pain	Emphysema	Multiple Sclerosis	Ulcerative

**Digital Campaigns Available:** \$55/M on matched records, \$750 min. order. Inquire

### MODELING AVAILABLE:

10,000 Minimum Needed to build model.

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Direct response, Lifestyle questionnaire

### GEOGRAPHY

USA

### MAINTENANCE

Market Entry **12/02/2013**  
 New to Manager **11/29/2013**  
 Counts Through **04/30/2023**

### DATA CARD MAINTENANCE

New To System **12/02/2013**  
 Last Update **05/02/2023**  
 Next Update **06/08/2023**  
 Update Frequency **MONTHLY**

6-8 Weeks Processing Time. Min. 25,000 records supplied.

**EMAIL ORDERS:**

Minimum: 25,000 Discounts available for larger volume.  
 Creative Requirements: Provide HTML & Text format. Must contain Client name/Address and opt out of future emails. Creative due 3-5 days prior to testing. Launch date set upon approval of tests. Creative services available for \$275/F. Personalization available. Suppression files no charge up to 250,000. Inquire for larger files.  
 Deployment included in pricing. Set up fee additional; inquire. Tracking reports provided. 2 Tests included additional testing at \$100/F. Re-blast available at discounted rate with subject line change. Prepayment required on all EMAIL orders. All email records are opted into 3<sup>rd</sup> party offers.

For more info contact [DSA Direct](#)

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**PROFILE**

**Ailments (10.00/M)**

1 Mos. MOB's Supplements-

Arthritis	100,823	
Diabetes	73,126	
Joint Mobility	96,538	
Prostate/Potency	69,462	
Cardiac/Heart	41,269	

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**SELECTS**

Age	<b>\$8.00/M</b>
Ailments	<b>\$10.00/M</b>
Demographic	<b>\$8.00/M</b>
Donors by Category	<b>\$8.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
Income	<b>\$8.00/M</b>
Lifestyle/ Interests	<b>\$8.00/M</b>
Reading Interests	<b>\$8.00/M</b>
Digital Campaign	<b>\$55.00/M</b>
Mail Order Buyers	

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**GENDER**

Male	<b>52%</b>
Female	<b>48%</b>

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**AVERAGE INCOME**

Value	<b>\$50,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>10,000</b>
Minimum Price	<b>\$750.00</b>

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**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

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**EXCHANGES**

**Exchange is not allowed**

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**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

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**CANCELLATION**

Charges	<b>\$100.00/F</b>
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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 cancel. run chrgs & shipping/ material fees.

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**KEY CODING**

<b>Key Coding is available</b>	
Charges	<b>No charge</b>

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**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

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**SPECIAL INSTRUCTIONS**

Sample Mail Piece required for list owner approval. Prepayment for first time users and on all email orders.

