

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. Hotline Responders are selectable by ailment and is available at postal and email address.

SEGMENTS

9,500,000	Total Universe / Universe Rate	\$125.00/M
645,000	30-day Responders	\$125.00/M
175,000	Self-Reported Ailment -Allergies	+ \$10.00/M
145,000	Self-Reported Ailment -Arthritis	+ \$10.00/M
75,000	Self-Reported Ailment -Bladder Control	+ \$10.00/M
50,000	Self-Reported Ailment -Cancer	+ \$10.00/M
320,000	Self-Reported Ailment -Cholesterol	+ \$10.00/M
150,000	Self-Reported Ailment -Diabetes	+ \$10.00/M
365,000	Self-Reported Ailment -Heart Conditions	+ \$10.00/M
175,000	Self-Reported Ailment -Loss of Hearing	+ \$10.00/M
55,000	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: Any Ailment, Allergies, Alzheimer's, Arthritis, Asthma, Bladder Control, Cancer, Diabetes, Emphysema, High Blood Pressure, High Cholesterol, Loss of Hearing, Osteoporosis, Handicap/Disability, Also, Donors, Donors by Category, Reading Interest, Age, Income and other demographic and lifestyle selects. Additional AILMENT & Selects available Inquire

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

MODELING AVAILABLE:

10,000 Minimum Needed to build model.
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

ID NUMBERS

Manager ID	
NextMark ID	400800
mIn ID	400800
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Direct response, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/02/2013
New to Manager	11/29/2013
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	12/02/2013
"New to System"	12/03/2013
Announcement	
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

line change. Prepayment required on all EMAIL orders. All email records are opted in to 3rd party offers.

For more info contact [DSA Direct](#)

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	

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Ailments	\$10.00/M
Allegeries	\$10.00/M
Arthritis	\$10.00/M
Bladder	\$10.00/M
Cholesterol	\$10.00/M
Diabetes	\$10.00/M
Emphysema	\$10.00/M
High Blood Pressure	\$10.00/M
Loss of Hearing	\$10.00/M
Osteoporosis	\$10.00/M
Handicap / Disability	\$10.00/M
Reading Interest	\$8.00/M
Alzheimer's	\$10.00/M
High Cholesterol	\$10.00/M
Donors by Category	\$10.00/M
Lifestyle/ Interests	\$8.00/M
Digital Campaign	\$55.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	52%
Female	48%

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$750.00

COMMISSIONS

Broker	20%
Agency	15%

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
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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.

KEY CODING

Key Coding is available	
Charges	No charge

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 for first time users and on all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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