

Auto Data File



Auto Data File by DSA is one of the largest most comprehensive vehicle owner file with Automobile, Boat and Motorcycle owners selectable by Make, Model, Year, Fuel Type, Import, Luxury, Purchase Date and more. File updates weekly.

SEGMENTS

65,000,000	Total Universe / Universe Rate	\$85.00/M
45,000,000	Auto Owners	\$85.00/M
10,000,000	Motorcycle Owners	+ \$10.00/M
2,500,000	Boat Owners	+ \$10.00/M
3,500,000	Intent to Purchase Auto by Make	+ \$10.00/M
45,000,000	By Purchase Date, Mileage, Make, Model	+ \$10.00/M
	Email 25,000 Min.	+ \$25.00/M

DESCRIPTION

Auto Data File by DSA is one of the largest most comprehensive vehicle owner file with Automobile, Boat and Motorcycle owners selectable by make, model year and more. One size doesn't fit all, so we have brought together numerous sources to fill your marketing campaign needs. Select from our compiled auto data file from dealerships, service centers, insurance, warranties, title services and manufacturers, co-op transactional file with product purchase selects, self reported online sources and others. File updates weekly and is NCOA's and CASS Verified.

Profile: 46% Female, 54% Male, Avg. HH Income \$35,000

Selects: Age, Gender, Income, Auto: Make, Model, Year, Motorcycle: Make, Model, Style. Boat: Make/Year, Length/Size, Type, Use: Private/Business. Company Owned Vehicle, Intent To Purchase Auto, Intent to Lease Vehicle, # of Vehicles in Household, Phone Numbers

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

ID NUMBERS

Manager ID	
NextMark ID	382575
mIn ID	382575
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line, Compiled lists, Opt-in e-mail

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/10/2013
New to Manager	01/28/2013
Counts Through	05/31/2020

DATA CARD MAINTENANCE

New To System	05/24/2013
"New to System"	06/11/2013
Announcement	
Last Update	06/29/2020
Next Update	07/07/2020
Update Frequency	MONTHLY

SELECTS

Age	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Make, Model, Year	\$10.00/M
Motorcycle Owner	NO CHARGE
Boat Owner	\$10.00/M
Boat Length/Size	\$10.00/M

AVERAGE INCOME

Value	\$35,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
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Phone Numbers	\$10.00/M
Company Owned	\$10.00/M
RV Owner	\$10.00/M
Intent to Purchase Auto	\$10.00/M
Intent to Lease Vehicle	\$10.00/M
# Of Vehicles In Household	\$10.00/M
Credit Score Ranking	\$10.00/M

Agency 15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

MANAGER

DSA Direct, LLC

EXCHANGES

Exchange is not allowed

UNIT OF SALE

Average \$35.00

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

GENDER

Male	54%
Female	46%

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. Prepayment required on new tests and all email orders. 10,000 Postal Minimum, 25,000 Email Minimum

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