

Call Center Infomercial Buyers by DSA



Reach quick to respond buyers generated from infomercials. When infomercials air customers are quick to call or log on to websites to place their orders creating a surge of hungry shoppers purchasing beauty/skin products, exercise equipment, household products, automotive accessories, cookware, get rich programs, self-help and financial information. Call Center Infomercial Buyers is a perfect prospect file!



SEGMENTS

2,686,000	Total Universe / Universe Rate	\$80.00/M
265,000	1 Month Buyers	\$95.00/M
790,000	3 Month Buyers	\$85.00/M
2,686,000	12 Month Buyers	\$80.00/M
915,000	12 Mos. Hispanic Buyers	+ \$12.00/M
	Digital Campaign	\$35.00/M

ID NUMBERS

Manager ID	
NextMark ID	498626
mIn ID	498626
SRDS ID	

MEDIA TYPE

Consumer	 
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SOURCE

Multi Sourced, TV generated, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/02/2018
New to Manager	08/12/2010
Counts Through	05/31/2020

DATA CARD MAINTENANCE

New To System	12/14/2017
"New to System"	01/03/2018
Announcement	
Last Update	06/29/2020
Next Update	07/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Call Center Infomercial Buyers by DSA Reach quick to respond buyers generated from infomercials. When infomercials air customers are quick to call or log on to websites to place their orders creating a surge of hungry shoppers purchasing beauty/skin products, exercise equipment, household products, automotive accessories, cookware, get rich programs, self-help and financial information. The source of this file is from an agency that handles media buying, call centers, fulfillment and customer service for a variety of offers. A perfect prospect audience for a variety of products and services. File is overlaid with demographics and lifestyle selects.

Audience Profile: 55% Female, 45% Males, Avg. HH Income: \$40,000. Avg. Order Range: \$20 - \$100 (Not selectable)

File Update: Monthly

Minimum: 7,500 postal

Digital Campaigns: \$35/M with \$5/M impressions/views, \$500 min. Inquire

Telemarketing: 5,000 minimum. SAN# & Complete Script needed for approval. 25% prepayment required.

[Contact DSA](#)

SELECTS

Age	\$8.00/M
Gender	\$8.00/M
Demographics	\$8.00/M
Lifestyle	\$8.00/M
Geographic	\$8.00/M
Ethnicity	\$12.00/M

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

MANAGER		COMMISSIONS	
DSA Direct, LLC		Broker	20%
		Agency	15%
UNIT OF SALE		NET NAME ARRANGEMENTS	
Average	\$50.00	Net Name is allowed	
GENDER		Floor	85%
Male	45%	Minimum Quantity	50,000
Female	55%	Run Charges	\$8.00/M
		EXCHANGES	
		Exchange is not allowed	
		REUSE	
		Reuse is allowed	
		Minimum Quantity	0
		Run Charge	\$100.00/F
		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 cancellation 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 on new tests.	

CONTACTS				
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