

## Caregivers by DSA



Caregivers by DSA are providers of health care for family members and professionals. Caregivers to family members are self-reported from online sources. The professionals are sourced from reported occupations. This audience directly effects purchasing decisions for health products, home safety aids and services. The file is available at postal, email and for digital campaigns.

### SEGMENTS

922,000	Total Universe / Universe Rate	\$75.00/M
185,000	1 Month Consumer Responders	\$85.00/M
495,000	3 Month Consumer Responders	\$80.00/M
922,000	12 Mos. Consumer Responders	\$75.00/M
55,653	Home Health Care - Professionals	\$75.00/M
139,000	1 Mos. Consumer Responders & MOBS	+ \$10.00/M
	Fundraisers / Publishers Base Rate	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	367220
mIn ID	367220
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Direct response, Multi Sourced, Lifestyle questionnaire, Compiled lists, Internet/On-Line

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	12/06/2012
New to Manager	10/05/2012
Counts Through	05/31/2020

### DATA CARD MAINTENANCE

New To System	12/06/2012
"New to System"	12/07/2012
Announcement	
Last Update	06/29/2020
Next Update	07/08/2020
Update Frequency	MONTHLY

### DESCRIPTION

**Caregivers by DSA** are providers of health care for family members and professionals. Caregivers to family members are self-reported from online sources. The professionals are sourced from reported occupations. This audience directly effects purchasing decisions for health products, home safety aids and services. The file is available at postal, email and for digital campaigns.

Self-reported caregivers to family members have indicated they are responsible for the finances, prescriptions, doctor appointments and purchasing products & supplies they need. This information has been provided as part of responding to online offers for insurance, health product and services. The professional care givers are home health aides and are identified by their reported occupation.

**File Sources:** Responders are from direct mail, retail and online activity. Business occupation is from government records

**Special Selects:** Age, Income, Pres. Of Children, Mail Order Buyers, Credit Card Buyers, Exact Age of Responder Month/Year. In addition selectable: Person being cared for Age. Business Professionals selectable by area of specialty such as Home Health Aide, Speech, Hearing, Physical and Respiratory Therapists and general Rehabilitation services.

**MINIMUM:** 7,500 postal mailing

**File Updates:** Monthly

**Email:** 25,000 Minimum - All email addresses have been opted in for 3rd party offers. HTML & Plain Text Required. Creative Required for Approval. 2 Tests included. Additional Testing at \$100/F Client to supply: Seed List, Subject Line and Creative must contain clients full address information. Prepayment required on all email orders.

### SELECTS

Credit Card Buyers	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Mail Order Buyers	\$8.00/M

### AVERAGE INCOME

Value	\$35,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

Caregiver Age / Income	<b>\$10.00/M</b>
Exact Age of Responder Month/Year	<b>\$10.00/M</b>
Person being cared for Age	<b>\$10.00/M</b>
Professionals	<b>\$10.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male	<b>20%</b>
Female	<b>80%</b>

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

**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 run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges	<b>\$2.00/M</b>
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**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>

**SPECIAL INSTRUCTIONS**

Sample required for list owner approval. Prepayment on first time test orders and all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact