

## College Education Data by DSA



College Education Data by DSA is one of the largest most comprehensive files of students selectable by education level, area of interest, class majors, colleges, and universities for private and public, student loan seekers, continuing education seekers and more.

### SEGMENTS

6,200,000	Total Universe / Universe Rate	\$85.00/M
6,200,000	Total File	\$85.00/M
3,200,000	College Students	\$95.00/M
1,200,000	High School Students Age 18+	\$95.00/M
	Email, Digital Use - Inquire	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	616144
mIn ID	616144
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/17/2023
New to Manager	01/28/2013
Counts Through	07/31/2024

### DATA CARD MAINTENANCE

New To System	01/17/2023
"New to System"	01/18/2023
Announcement	
Last Update	07/31/2024
Next Update	09/06/2024
Update Frequency	MONTHLY

### DESCRIPTION

**College Education Data by DSA** is one of the largest most comprehensive files of students selectable by education level, area of interest, class majors, colleges, and universities for private and public, student loan seekers, continuing education seekers and more. File is sourced from a dynamic online resource site, newsletter subscribers and self-reported survey responders. All students are age 18+.

**Selects:** Age, Income, Level of Degree Area of Study, High School Student College Bound, Class Year (Freshman, Sophomores, Juniors, Seniors) Home vs' School Address, Parents of students, demographics, ethnicity, lifestyle interests and more. Inquire.

**Demographics:** 55% Female, 45% Male, HH Income \$40K

**File Updates:** Weekly

Date/Time Stamp available on some segments. Inquire.

**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 Test blasting at \$100/F. Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

### Contact DSA

#### SELECTS

Age	\$8.00/M
Class Year	\$10.00/M
College, Univ. by Name	\$10.00/M
Degree Level	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle / Interests	\$8.00/M
Level of Education	\$10.00/M
Major / Area of Study	\$10.00/M

#### AVERAGE INCOME

Value	\$40,000.00
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#### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

#### COMMISSIONS

Broker	20%
Agency	15%

Parents of **\$10.00/M**  
 Public / Private School **\$10.00/M**

**MANAGER**  
**DSA Direct, LLC**

**GENDER**  
 Male **45%**  
 Female **55%**

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge

**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. 7,500 Postal Minimum, 25,000 Email Minimum

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact