

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	
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	12/31/2022

DATA CARD MAINTENANCE

New To System	01/17/2023
"New to System" Announcement	
Last Update	01/17/2023
Next Update	02/06/2023
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, 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
Parents of	\$10.00/M

AVERAGE INCOME

Value	\$40,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

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

MANAGER

DSA Direct, LLC

GENDER

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

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
★ 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