

DSA New Movers



DSA New Mover database provides new movers, pre-movers that are selectable by "listed for sale" vs. "sale pending", out of state movers, as well as apartment seekers. Its comprehensive sourcing provides a pivotal tool in timing your marketing efforts.

SEGMENTS

15,000,000	Total Universe / Universe Rate	\$75.00/M
250,000	Weekly Hotline Movers	\$90.00/M
1,265,000	1 Mos. New Movers	\$85.00/M
200,000	1 Mos. Pre-Movers	\$85.00/M
175,000	1 Mos. Out Of State Movers	\$85.00/M
125,500	1 Mos. New Movers with No Credit	\$85.00/M
650,000	1 Mos. New Movers & Donors	+ \$10.00/M
2,750,000	3 Mos. New Movers	\$80.00/M
15,000,000	12 Mos. New Movers	\$75.00/M
	Fundraiser Base Rate	\$75.00/M
250,000	At Email Address	+ \$25.00/M

DESCRIPTION

DSA New Mover database provides new movers, pre-movers that are selectable by "listed for sale" vs. "sale pending", out of state movers, as well as apartment seekers. This large multi-sourced database is sourced from government, public records, utilities, real estate listings, online search sites and self-reported data.

DSA New Movers provides hotline trigger data overlaid with transactional purchase data, donor contributions, demographics, lifestyle, and modeled credit score ranking. Marketers can select movers with no credit card transactional history from our large transactional database. Market to renters, new homeowners, single parents, multi-generational households, income, net worth, home market value, Hispanic, Spanish Speaking, Presence of Children, direct mail buyers and online shoppers. Email is available at a favorable rate with 100,000+ quantities.

Special Selects: Donors by Category: Animal, Children, Health, Political & Veteran Causes, Political Party, Mail Order Buyers, Online Buyers, Homeowners, Renters, First Time Homeowners, Credit Rating thru Model Processing, Self-Reported Lifestyle Change (ex. Divorced, Job Loss, Retired) Dog / Cat / Pet Owners, Children in the Household, Children By Age Range/Gender, Marital Status, Dwelling Type, Home Value, Inquire!

Demographics: 53% Male, 47% Female, Avg Age 40, Income \$45K

Postal: 7,500 Minimum

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 and Creative must contain clients full address information. Prepayment required on all email orders.

ID NUMBERS

Manager ID	
NextMark ID	372603
mIn ID	372603
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Government records, Direct response, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/03/2021
New to Manager	01/01/2020
Counts Through	12/31/2022

DATA CARD MAINTENANCE

New To System	01/31/2013
"New to System"	02/01/2013
Announcement	
Last Update	01/18/2023
Next Update	02/07/2023
Update Frequency	MONTHLY

ASK [DSA Direct](#)**SELECTS**

Age	\$8.00/M
Credit Card Type	\$8.00/M
Credit Scoring Model	\$10.00/M
Demographic	\$8.00/M
Donor by Category Cause	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$6.00/M
Lifestyle	\$8.00/M
Hispanic / Ethnicity	\$12.00/M
Home Market Value	\$8.00/M
Home Owner, Renter	\$8.00/M
Household Income	\$8.00/M
Mail Order Buyers	\$8.00/M
Marital Status	\$8.00/M
Move from/to Apt or Home	\$8.00/M
New Homeowners	\$8.00/M
No Credit Cards	\$8.00/M
Old Address / New Address	\$8.00/M
Presence of Children	\$8.00/M
Renters	\$8.00/M

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

Male	54%
Female	46%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS**Net Name is allowed**

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

EXCHANGES**Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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	\$2.00/M
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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 required on new tests and All Email Orders. Creative Required for approval

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