

DSA Out of State New Movers



DSA OUT OF STATE NEW MOVERS file offers marketers new movers by distance traveled. Movers can be selected by originating State, SCF or Zip Code to new State, SCF or Zip Code. This weekly hotline mover file provides marketers with new prospects in their marketing area.

SEGMENTS

4,620,000	Total Universe / Universe Rate	\$80.00/M
456,000	1 Mos. Out of State New Movers	\$90.00/M
991,073	3 Mos. Out of State New Movers	\$85.00/M
248,000	3 Mos. Movers & Donors	+ \$8.00/M
81,800	3 Mos. Movers with No Credit	+ \$10.00/M
4,620,000	12 Mos. Out of State New Movers	\$80.00/M
	Fundraiser Base Rate	\$75.00/M
265,000	At Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	580055
mIn ID	580055
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Government records, Compiled lists, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/24/2021
New to Manager	08/31/2020
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	05/24/2021
"New to System"	05/25/2021
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

DSA OUT OF STATE NEW MOVERS file offers marketers new movers by distance traveled. Movers can be selected by originating State, SCF or Zip Code to new State, SCF or Zip Code. This weekly hotline new mover file provides marketers with new prospects in their marketing area. Choose from an expansive selection of segment criteria options that provides lots of targeted prospecting opportunities. A must include file for marketers seeking trigger data with transactional activity appended such as Donors, Mail Order Buyers, Presence of Children, Renters, Credit Rating, and property information.

The new mover file is overlaid with demographics, lifestyle and donor and purchase transactions at an individual and household level. The file is overlaid with modeled credit scoring data to provide movers by credit ranking. In addition, 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, Political Party, Source: Direct Mail, Online, Renters, First Time Homeowners, Credit Rating thru Model Processing, Pet Owners, Children in the Household, Dwelling Type, 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.

PROFILE

Donor by Category Cause (8.00/M)

Political Party
Source: Direct Mail
Online
Renters
First Time Homeowners
Credit Rating thru Model Processing
Pet Owners
Children in the Household
Dwelling Type

SELECTS

Age	\$8.00/M
Credit Card Type User	\$8.00/M
Credit Scoring Model	\$10.00/M
Demographic	\$8.00/M
Donor by Category Cause	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$6.00/M
Lifestyle	\$8.00/M
Hispanic	\$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	\$10.00/M
Old Address / New Address	\$8.00/M
Presence of Children	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$40.00
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GENDER

Male	53%
Female	47%

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

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
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