

---

## 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	580055
NextMark ID	580055
mIn ID	
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	04/30/2023

---

### DATA CARD MAINTENANCE

New To System	05/24/2021
"New to System" Announcement	05/25/2021
Last Update	05/02/2023
Next Update	06/08/2023
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.

ASK [DSA Direct](#)

---

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

---

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

---

**UNIT OF SALE**

Average	<b>\$40.00</b>
---------	----------------

---

**GENDER**

Male	<b>53%</b>
Female	<b>47%</b>

---

**AVERAGE INCOME**

Value	<b>\$45,000.00</b>
-------	--------------------

---

**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$500.00</b>

---

**COMMISSIONS**

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

---

**NET NAME ARRANGEMENTS**

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

---

**EXCHANGES****Exchange is not allowed**

---

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

---

**CANCELLATION**

Charges	<b>\$100.00/F</b>
---------	-------------------

---

**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**

<b>Key Coding is available</b>	
Charges	<b>\$2.00/M</b>

---

**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

---

**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

