

Easy Auto Loan Applicants



EASY AUTO LOAN APPLICANTS are searching online for an auto loan. They have provided detailed information about the financing loan they are seeking to buy a car and many have researched the value of their current car to determine the trade in value. Applicants with sub-prime credit are selectable.

SEGMENTS

1,175,000	Total Universe / Universe Rate	\$80.00/M
175,000	1 Month Auto Loan Applicants	\$90.00/M
508,000	3 Month Auto Loan Applicants	\$85.00/M
1,175,000	12 Month Auto Loan Applicants	\$80.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	381017
mIn ID	381017
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	05/16/2013
New to Manager	08/11/2010
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	05/16/2013
"New to System"	05/17/2013
Announcement	
Last Update	08/06/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

DESCRIPTION

EASY AUTO LOAN APPLICANTS are searching online for an auto loan. They have provided detailed information about the financing loan they are seeking to buy a car and many have researched the value of their current car to determine the trade in value. Applicants with sub-prime credit are selectable.

Easy Auto Loan Applicants are perfect prospects for value driven offers for insurance, membership offers, publications, automotive and tool offers, discount reward programs and credit offers.

Special Selects: Age, Income, Homeowner, Renter, Presence of Children, Credit Card Holders, Ethnicity, Applicants with Sub-Prime Credit, Credit Score Rating

Demographics: 40% Female, 60% Male, Avg Age 40+, Avg. Income \$35K

Digital Campaign Data Available! Inquire

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services are available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. Can suppress housefile, inquire. Prepayment required on all email

Contact DSA

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Lifestyle	\$10.00/M
Mail Order Buyers	\$10.00/M
Marital Status	\$10.00/M
Bank Credit Card Holder	\$10.00/M

AVERAGE INCOME

Value	\$35,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Home Owner, Renter **\$10.00/M**
 Credit Score Rating **\$15.00/M**
 Email Campaign **\$25.00/M**
 Homeowner
 Renter
 Presence of Children

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average **\$40.00**

GENDER
 Male **60%**
 Female **40%**

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**

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 email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact