

Fix My Credit by DSA

Fix My Credit provides prospects that are at that limits with their credit and are seeking ways to repair their finances. They have applied online to review their financial standings, find ways to remove negative items on their credit report and address issues. Most are seeking to build new credit lines and reduce overall debt.

SEGMENTS

2,650,000	Total Universe / Universe Rate	\$80.00/M
186,500	1 Month Hotline	\$90.00/M
482,000	3 Month Applicants	\$85.00/M
2,650,000	12 Month Applicants	\$80.00/M
	Digital Campaign - Inquire	\$35.00/M

ID NUMBERS

Manager ID	
NextMark ID	292651
mIn ID	149141
SRDS ID	928059-000

MEDIA TYPE

Consumer

**SOURCE**

Direct response

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	08/15/2019
New to Manager	08/15/2019
Counts Through	11/30/2020

DATA CARD MAINTENANCE

New To System	08/11/2010
Last Update	12/11/2020
Next Update	01/08/2021
Update Frequency	MONTHLY

DESCRIPTION

Fix My Credit provides prospects that are at that limits with their credit and are seeking ways to repair their finances. They have applied online to review their financial standings, find ways to remove negative items on their credit report and address issues. Most are seeking to build new credit lines and reduce overall debt.

Special Selects: Age, Income, Gender, Home Owner, Presence of Children, Employment

Update: Monthly

Email Available:

25,000 Min. +\$25/M email

Digital Campaign

\$35/M, \$8/M impressions, \$500 Min. order

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Home Owner	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M
Direct Mail Responsive	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$50.00

GENDER

Male 44%

AVERAGE INCOME

Value \$37,000.00

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

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

Female

56%

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 not available

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.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact