

Government Benefits Recipients by DSA



Recipients of Government Assistance Programs have self-reported they are currently receiving government sponsored benefits and/or aid programs. Hotline responders are providing details on their household income and family dynamics in an effort to get additional financial assistance.

SEGMENTS

1,750,000	Total Universe / Universe Rate	\$75.00/M
165,000	1 Month Hotline	\$85.00/M
482,000	3 Month	\$80.00/M
1,750,000	12 Month	\$75.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

MEDIA TYPE

Consumer



SOURCE

Opt-in e-mail, Internet/On-Line, Multi Sourced, Direct response, Compiled lists

GEOGRAPHY

USA

MAINTENANCE

Market Entry	10/17/2019
New to Manager	10/17/2019
Counts Through	05/31/2020

DATA CARD MAINTENANCE

New To System	10/17/2019
Last Update	06/08/2020
Next Update	07/06/2020
Update Frequency	MONTHLY

DESCRIPTION

Recipients of Government Assistance Programs have self-reported they are currently receiving government sponsored benefits and/or aid programs. Hotline responders are providing details on their household income and family dynamics in an effort to get additional assistance, such as housing, food programs/SNAP, welfare, supplemental income, health care and financial programs providing credit, grants and supplement income.

Responders are primarily families with children in the household. Many responders, work and have low household income that makes them eligible for assistance. In seeking financial assistance, responders have provided details about their income sources.

This file is appropriate for offers that provide discounts, value pricing, deferred billing, alternative payment options and other value driven offers to serve this low income market.

Special Selects: Age, Income, Ethnicity, Homeowner / Renter, Demographic and Lifestyle Interests

Demographics: Mostly females 58%, 42% Males, Age 55, HH Income \$20,000

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text include client name and address, opt-out. Client to provide seed list, subject line and from line. 2 tests included. 2 Tracking reports. Creative services available upon request. Prepayment required on all email orders.

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
Home Owner, Renter	\$10.00/M
Email Campaign	\$25.00/M

UNIT OF SALE

Average	\$55.00
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GENDER

Male	42%
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AVERAGE INCOME

Value	\$20,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

NET NAME ARRANGEMENTS

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

EXCHANGES

Female

58% **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.	