

Home Security Shoppers by DSA



Home Security Shoppers are online searching for home security monitoring services to protect their homes, family, and possessions. Shoppers are looking for peace of mind and to protect their valuables from burglars, home invasions, fire, water damage as well as to monitor activities inside their homes.

SEGMENTS

450,000	Total Universe / Universe Rate	\$80.00/M
35,000	1 Month Hotline	\$90.00/M
115,000	3 Month	\$85.00/M
450,000	12 Month	\$80.00/M
	Fundraiser / Publisher Base Rate	\$75.00/M

ID NUMBERS

Manager ID	
NextMark ID	575518
mIn ID	575518
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/24/2021
New to Manager	02/22/2021
Counts Through	09/30/2021

DATA CARD MAINTENANCE

New To System	02/19/2021
"New to System"	02/25/2021
Announcement	
Last Update	10/05/2021
Next Update	11/08/2021
Update Frequency	MONTHLY

DESCRIPTION

Home Security Shoppers are online searching for home security monitoring services to protect their homes, family, and possessions. Shoppers are looking for peace of mind and to protect their valuables from burglars, home invasions, fire, water damage as well as to monitor activities inside their homes. They are aware of the benefit of having a security system as a deterrent and provides discounts in home insurance policies. Services are paid on a monthly subscription plan as well as upfront equipment charges.

Profile: 60% Female, 40% Male, Avg. HH Income \$45,000, Avg Sale \$150, Mostly Homeowners

For more info contact [DSA Direct](#)

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Homeowners / Renters	\$8.00/M
Income Select	\$8.00/M
Lifestyle	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$150.00
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GENDER

Male	40%
Female	60%

AVERAGE INCOME

Value	\$45,000.00
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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

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 & all email orders.

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