

Hotline Insurance Leads by DSA



Hotline Insurance Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance for auto, health, home, life, term and more. They are online and filling out applications, surveys and registering to get the information they seek. Available at Postal & Email.

SEGMENTS

6,500,000	Total Universe / Universe Rate	\$85.00/M
250,000	Weekly Hotline	\$100.00/M
850,000	1 Month Applicants	\$95.00/M
2,300,000	3 Month Applicants	\$90.00/M
	Selectable by Type of Insurance	+ \$10.00/M
336,487	30-day Life Insurance Applicants	+ \$10.00/M
265,776	30-day Health Insurance Applicants	+ \$10.00/M
	Digital Campaign Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	529089
mIn ID	529089
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/17/2019
New to Manager	09/18/2017
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	01/17/2019
"New to System" Announcement	01/18/2019
Last Update	07/13/2020
Next Update	08/03/2020
Update Frequency	MONTHLY

DESCRIPTION

Hotline Insurance Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance for auto, health, home, life and more. They are online and filling out applications, surveys and sign up to get the information they seek. These hotline leads are available on a daily, weekly and monthly basis and are available at postal and email address. Get the leads you need that have requested the offer you can provide.

Selects Available: Insurance Type: Auto, Health, Home, Life and more. Plan to Buy Insurance selectable, Age, Income.

Demographics: 45% Female, 55% Male, Avg. Income \$37K

File Updates: Weekly
Date/Time Stamp available. Inquire.

Digital Campaign - \$40/M on matched recods. Inquire for details

Email: 25,000 Minimum - All email addresses have been opted in for 3rd party offers. 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.\$150/Flat set up fee.

SELECTS

Age	\$8.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Auto Insurance	\$10.00/M
Health Insurance	\$10.00/M
Home Insurance	\$10.00/M
Life Insurance	\$25.00/M
Email Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

AVERAGE INCOME

Value	\$3,700.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000

Average	\$45.00	Run Charges	\$15.00/M
GENDER		EXCHANGES	
Male	55%	Exchange is not allowed	
Female	45%	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. Cancellation after email tests deployment will result in full charges incurred.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00/M
		ADDRESSING	
		FTP	\$75.00/F
		Email	\$75.00/F
		SPECIAL INSTRUCTIONS	
		Sample mail piece required. Prepayment on new tests and on all email orders.	

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact