

Hotline Job Seekers by DSA



Looking for a job in the local papers is long gone. Hotline Job Seekers by DSA provides newly registered job seekers to online websites that populate this file. Registrants provide basic information about themselves and the position and salary they are seeking. Daily newly registered job seekers are selectable.

SEGMENTS

1,525,000	Total Universe / Universe Rate	\$85.00/M
22,500	Daily Registered Job Seekers	+ \$25.00/M
212,000	Monthly Registered Job Seekers	\$90.00/M
1,525,000	Total File Job Seekers	\$85.00/M
	Digital Campaigns	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	485919
mIn ID	485919
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Internet/On-Line, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/10/2017
New to Manager	09/18/2017
Counts Through	09/30/2020

DATA CARD MAINTENANCE

New To System	09/18/2017
"New to System" Announcement	10/11/2017
Last Update	10/06/2020
Next Update	11/03/2020
Update Frequency	MONTHLY

DESCRIPTION

Looking for a job in the local papers is long gone. **Hotline Job Seekers by DSA** provides newly registered job seekers to online websites that populate this file. Registrants provide basic information about themselves and the position and salary they are seeking. By registering they gain access to new job postings and enable employers to reach potential candidates. From low paying daily job opportunities to white collar office positions registering on job sites helps find that perfect job. Daily newly registered job seekers are selectable. Self-reported as Unemployed is selectable.

Hotline Job Seekers are perfect prospects for insurance, pharmacy discount offers, publications, continuing education, seminars, credit and financial and value priced products and services.

Combo email and direct mail efforts available at bundle pricing.

Profile: 40% Female, 60% Male, Avg Income: \$40K, Avg Age 45

Email Orders: Minimum 25,000

All email addresses are all opted in to 3rd party offers. Prepayment required on all email orders.

Complete Creative must be approved prior to scheduling deployment date. Creative Requirements: HTML & Text format & must contain Client Name & Address. Creative changes after initial testing phase, will incur \$100/F for each change. Creative Services available \$275/F. Client to provide Subject Line, From Info and Seed Email Addresses.

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

SELECTS

AVERAGE INCOME

Age/Income	\$8.00/M	Value	\$40,000.00
Geo/Geographical	\$8.00/M		
Gender	\$8.00/M		
Email Address	\$25.00/M	Minimum Quantity	7,500
Unemployed	\$10.00/M	Minimum Price	\$500.00
Daily Registrants	\$25.00/M		

MANAGER
DSA Direct, LLC

COMMISSIONS

Broker	20%
Agency	15%

UNIT OF SALE
 Average **\$45.00**

NET NAME ARRANGEMENTS
Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

GENDER

Male	60%
Female	40%

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. Cancellation after email tests deployment will result in full charges incurred.

KEY CODING
Key Coding is available

Charges	\$2.00/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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact