

Hotline Leads by DSA

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Hotline Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance, loans, mortgage's, cars, jobs business opportunities, pay day loans, travel deals, credit cards 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	\$80.00/M
450,000	Weekly Hotline	\$90.00/M
1,500,000	1 Month Hotline	\$85.00/M
6,500,000	3 Month Hotline	\$80.00/M
79,543	30-Day Debt Relief Seekers	+ \$10.00/M
	Mortgages, Car Loans, Payday Loans	+ \$10.00/M
	Digital Campaign	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	527356
mIn ID	527356
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/16/2019
New to Manager	09/18/2017
Counts Through	09/30/2020

DATA CARD MAINTENANCE

New To System	12/19/2018
"New to System" Announcement	01/17/2019
Last Update	10/06/2020
Next Update	11/03/2020
Update Frequency	MONTHLY

DESCRIPTION

Hotline Leads by DSA provides prospects that have raised their hand indicating that are seeking insurance, loans, mortgages, cars, job and/or business opportunities, cars, pay day loans, travel deals, credit cards 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: Type of Lead by Category: Insurance: Life, Health, Auto, Home, Mortgage's, Car Loans, Payday Loans, Cash Loans, Debt Relief Services, Autos for Sale, Job Employment Opportunities, Business Opportunities, Travel Deals, Credit Cards, Dating Sites, Continuing Education Offers, Pharmacy Discount Programs, Sweepstakes Sites and more. Inquire.

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

File Updates: Weekly

Date/Time Stamp available. Inquire.

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.

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

SELECTS

Age	\$8.00/M
Ethnic	\$15.00/M
Geo/Geographical	\$8.00/M
Income	\$8.00/M
Lifestyle/ Interests	\$8.00/M
Auto Loan Seeker	\$10.00/M
Dating Site Registrant	\$10.00/M
Debt Relief Applicants	\$10.00/M
Insurance Applicant	\$10.00/M
Job Seeker	\$10.00/M
Loan Seeker	\$10.00/M
Mortgage Seeker	\$10.00/M
Education	\$10.00/M

AVERAGE INCOME

Value	\$37,000.00
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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%

Travel Deals **\$10.00/M**
 Work from Home **\$10.00/M**
 Email Campaign **\$25.00/M**

Minimum Quantity **50,000**
 Run Charges **\$8.00/M**

MANAGER

DSA Direct, LLC

GENDER

Male **55%**
 Female **45%**

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 **\$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
★ 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