

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 and special offers.

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
185,000	30-Day Debt Relief Seekers	+ \$10.00/M
325,000	30-day Insurance Seekers	+ \$10.00/M
175,000	30-day Job Seekers	+ \$10.00/M
	Digital Campaign	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	527356
mIn ID	527356
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/16/2019
New to Manager	09/18/2017
Counts Through	12/31/2023

DATA CARD MAINTENANCE

New To System	12/19/2018
"New to System" Announcement	01/17/2019
Last Update	01/09/2024
Next Update	02/09/2024
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 and special offers. 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:

Hotline Leads - seeking

Buying A car	Job Seekers	Insurance Seeker - Auto
Buying a Home	Loans - Any	Insurance Seeker - Boat
Cash Advance	Loans - Auto	Insurance Seeker - Dental
Continuing Education Seekers	Loans - Home	Insurance Seeker - Health
Credit Card - Secured	Looking to Rent	Insurance Seeker - Home
Credit Repair	Planning a Wedding	Insurance Seeker - Life
Debt Consolidation	Planning on Moving	Insurance Seeker - Mortgage
Discount Club	Planning to Retire	
Discount Pharmacy Card	Shopping for Insurance	
Discounts/ Coupons	Work at Home	

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

File Updates: Weekly

Date/Time Stamp available on some segments. 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

[Contact DSA](#)

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
Continuing Education	\$10.00/M
Credit Seekers	\$10.00/M
Dating Site Registrant	\$10.00/M
Debt Relief Applicants	\$10.00/M
Insurance Seekers	\$10.00/M
Job Seeker	\$10.00/M
Loan Seeker	\$10.00/M
Mortgage Seeker	\$10.00/M
Travel Deals	\$10.00/M
Work from Home	\$10.00/M
Email Campaign	\$25.00/M

MANAGER**DSA Direct, LLC**

GENDER

Male	55%
Female	45%

AVERAGE INCOMEValue **\$37,000.00**

MINIMUM ORDERMinimum Quantity **7,500**
Minimum Price **\$500.00**

COMMISSIONSBroker **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

CANCELLATIONCharges **\$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. 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.

KEY CODING**Key Coding is available**
Charges **\$3.00/M**

ADDRESSINGFTP **\$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