

Hotline Triggers of Change by DSA



Hotline Triggers of Change by DSA provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Planning a Wedding, or Just Moved. Change brings on all new needs; answer them with well timed offers at postal, email or digital ads.

SEGMENTS

1,450,000	Total Universe / Universe Rate	\$85.00/M
150,000	Weekly Hotline	\$100.00/M
500,000	1 Month Hotline	\$95.00/M
520,000	1 Mos. Recently Retired	+ \$10.00/M
850,000	1 Mos. Recently Married	+ \$10.00/M
500,000	1 Mos. Recently Divorced	+ \$10.00/M
311,000	1 Mos. Recent Job Loss	+ \$10.00/M
340,000	1 Mos. Recently Loss of Spouse	+ \$10.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

DESCRIPTION

Hotline Triggers Change by DSA provides prospects that have self-reported they had a life change such as Recently Retired, Newly Divorced, Recent Job Loss, Newly Married, Expecting a child, Planning a Wedding, or Just Moved They are online and filling out applications, surveys and registering to get the information they seek. Lifestyle changes brings on all new host of needs, provide them with appropriate timely offers. Available at Postal, email and thur social media digital ads.

Selects Available: Marital Status Change: Married, Divorced, Widowed, Employment Status: Job Loss, New Job, Recently Retired, Recent Empty Nester, Recent Grandparent Status. Recently Moved, Looking to Move. 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 Test blasting at \$100/F. Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Contact DSA

SELECTS

Age	\$10.00/M
Income	\$10.00/M
Ethnic	\$15.00/M
Marital Status	\$10.00/M
Email Campaign	\$25.00/M
Recently Retired	\$10.00/M
Recently Married	\$10.00/M
Recently Divorced	\$10.00/M
Recent Job Loss	\$10.00/M
Recent Loss of Spouse	\$10.00/M
Planning on Moving	\$10.00/M

AVERAGE INCOME

Value	\$35,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

ID NUMBERS

Manager ID	
NextMark ID	546442
mIn ID	546442
SRDS ID	

MEDIA TYPE

Consumer	
----------	--

SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/23/2019
New to Manager	09/18/2017
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	10/25/2019
"New to System"	12/24/2019
Announcement	
Last Update	07/27/2020
Next Update	08/05/2020
Update Frequency	MONTHLY

MANAGER
DSA Direct, LLC

GENDER
 Male 55%
 Female 45%

Net Name is allowed
 Floor 85%
 Minimum Quantity 50,000
 Run Charges \$15.00/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. 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