

Pet Insurance Buyers by DSA



Pet Insurance Buyers by DSA offers self-reported pet owners that are interested or have purchased insurance for their pet. These avid dog and cat owners value their pets as family members and are willing to pay \$20 - \$30 per month, to be assured unexpected costs are partially covered.

SEGMENTS

879,000	Total Universe / Universe Rate	\$75.00/M
55,000	1 Mos. Hotline Responders	\$75.00/M
549,800	12 Mos. Responders Byrs/Seekers Pet Insurance	\$75.00/M
879,000	24 Mos Responders Byrs/Seekers Pet Insurance	\$75.00/M
	Digital Campaigns	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	342884
mIn ID	342884
SRDS ID	

MEDIA TYPE

Business	
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SOURCE

Compiled lists, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/22/2018
New to Manager	04/10/2012
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	06/25/2012
"New to System"	06/26/2012
Announcement	
Last Update	07/16/2020
Next Update	08/10/2020
Update Frequency	MONTHLY

DESCRIPTION

Pet Insurance Buyers by DSA offers self-reported pet owners that have purchased insurance for their pet or are seeking pet insurance. These avid dog and cat owners value their pets as family members and are willing to pay \$20 - \$30 per month, to be assured unexpected costs are partially covered.

Over 350 online retailers participate in the program providing this list of Pet Insurance buyers and seekers. Various purchase data is validated at checkout and a survey is included at checkout or post shopping cart. Pet ownership, pet insurance buyers and other related questions are included in this survey.

Pet owners that purchase insurance are concerned about their finances and the quality of health care they can afford for the pets. The insurance covers most costs for illnesses and injuries after paying a deductible. The worry of facing high veterinarian bills is lessened. Like many insurance plans, pet owners can choose from basic to premium policies.

Special Selects: Dog vs' Cat Owner

Digital Campaigns:

Data available for digital campaigns, \$35/M base, \$500 min. Inquire further

SELECTS

Age	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Pet Product Buyers	\$10.00/M
Type of Pet: Dog, Cat	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$20.00
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AVERAGE INCOME

Value	\$50,000.00
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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

GENDER	
Male	20%
Female	75%

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	

CANCELLATION

Charges	\$100.00/F
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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.

KEY CODING
Key Coding is available

Charges	\$2.00/M
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ADDRESSING

FTP	\$75.00/F
Email	\$75.00/F

SPECIAL INSTRUCTIONS
Sample mail piece required. Prepayment on new tests.

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