

## Residential Consumer Database by DSA



Residential Consumer Database by DSA offers marketers a chance to target a specific residential areas by zip code, state, county and more. Complete name and address information is available for local businesses and organizations. Perfect for restaurants, insurance agents, realtors, political organizations and non-profits.

### SEGMENTS

99,000,000	Total Universe / Universe Rate	\$35.00/M
99,000,000	Residents With Contact Name	\$35.00/M
	Homeowners SFDU / MFDU	+ \$10.00/M
	Residents by Education Level	+ \$15.00/M
	Residents by Home Market Value	+ \$15.00/M
	Residents by Credit Score Ranking	+ \$15.00/M
	Residents with Phone Numbers	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	479179
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Online and Offline transactional activity and other, Directories, Compiled lists, Government records

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	05/16/2017
New to Manager	
Counts Through	04/30/2017

### DATA CARD MAINTENANCE

New To System	05/16/2017
"New to System"	
Announcement	
Last Update	05/16/2017
Next Update	06/14/2017
Update Frequency	MONTHLY

### DESCRIPTION

**Residential Consumer Database by DSA** offers marketers a chance to target a specific residential areas by zip code, scf, state, county and more. Complete name and address information is available for local businesses and organizations. Perfect for restaurants, insurance agents, realtors, retailers, personal services businesses, political organizations and non-profits.

File updates monthly

Inquire for full enhancement selects available. Unlimited usage available at \$75/M.

All Telemarketing Offers must provide Script for Approval, SAN# with Expiration Date information.

### SELECTS

Age/Income	\$8.00/M
Donors	\$10.00/M
Geo/Geographical	\$8.00/M
Credit Card Holders	\$10.00/M
Mail Order Buyer Indicator	\$10.00/M
Credit Score Ranking	\$15.00/M
Home Market Value	\$15.00/M
Homeowners	\$10.00/M
Education Level	\$15.00/M
Phone Number	\$25.00/M
Voter Party Affiliation	\$25.00/M

### MANAGER

DSA Direct, LLC

### GENDER

Male	65%
Female	35%

### AVERAGE INCOME

Value	not available
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### MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$200.00

### COMMISSIONS

Broker	20%
Agency	15%

### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
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**

**CANCELLATION INSTRUCTIONS**

Orders canceled after receipt & accepted will incur a \$100/F cancel fee; after production add'l \$15/M run chrgs & Delivery Fee. Email & telemarketing orders require prepayment. After email test blasts, full chrgs incurred. Telemarketing orders require SAN #, expiration date and scrub report.

**KEY CODING**

**Key Coding is available**

Charges **\$2.00/M**

**ADDRESSING**

EMAIL **\$75.00/F**

FTP **\$75.00/F**

RUN CHARGE **\$8.00/F**

**SPECIAL INSTRUCTIONS**

Sample Mail Piece and/or Email Creative required for approval. Prepayment required on all Telemarketing & Email Orders. Telemarketing offers require SAN# & Script approval.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact