

American Consumer Donor Database



American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific catalog, avg. donation amount and more. The database contains transactional data from mail order, subscriber and online activity.

SEGMENTS

8,500,000	Total Universe / Universe Rate	\$75.00/M
1,125,000	1 Mos. Donors	\$75.00/M
2,865,000	3 Mos. Donors	\$75.00/M
406,000	3 Mos. Donors to Animal Welfare	+ \$10.00/M
110,400	3 Mos. Donors / Religious Cause	+ \$10.00/M
205,000	3 Mos. Donors / Children Cause	+ \$10.00/M
250,000	3 Mos. Donors / Political Cause	+ \$10.00/M
310,000	3 Mos. Donors / Health Causes	+ \$10.00/M
775,000	3 Mos. Donors & Health Readers	+ \$10.00/M
1,211,796	3 Mos. Donors Age 50+	+ \$10.00/M
602,980	3 Mos. Donors & Ident. Catholics	+ \$12.00/M
	w/Opt-In Email Address	+ \$25.00/M

DESCRIPTION

American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific category, avg. donation amount and more. The database contains transactional data from mail order, subscriber and online activity. This enables marketers to specifically select their best prospects with multi-faceted segmentation.

Mailers can, for example, select hotline donors by category, that is also subscribers to health publications with identified ailment condition determined by products purchased and/or self-reported. Age, income and other demographic and lifestyles are also selectable. The interaction of these transactions enables marketers to target extremely specific prospects.

TEST DEAL!: New First Time Test of 10,000+ get selects waived (except on ailment, ethnicity, political & religious affiliations)

Special Selects: Donors by Category: Animal Welfare, Children, Environmental, Wildlife, Health, Religious, Political, Veteran, Subscribers to Health, Political, Religious Publications, Religious affiliation: Catholic, Jewish, Protestant, Product Buyers of Health, Garden, Children, Novelty Products such as, Religious, Wildlife, Military, Nurses and more. Inquire!

* Ailments: Arthritis, Diabetes, Heart Condition, Joint/Mobility

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee.

Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email.

Tracking report with delivered, opened, click thru. Personalization available. Housefile

suppression available. Prepayment required on all email orders.

ID NUMBERS

Manager ID	
NextMark ID	302306
mIn ID	152003
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	02/11/2011
New to Manager	02/11/2011
Counts Through	04/30/2018

DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	05/03/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

PROFILE

Product (10.00/M)

- Health
- Garden
- Children

Religious Affiliation (12.00/M)

- Animal Welfare
- Children
- Environmental
- Wildlife
- Health
- Religious
- Political
- Veteran
- Subscribers to Health
- Religious Publications

SELECTS

\$100+	\$10.00/M
\$50+	\$10.00/M
\$25+	\$10.00/M
Age Range	\$10.00/M
Change of Address	\$10.00/M
Childs Age Range	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Lifestyle	\$10.00/M
Multi Donor	\$10.00/M
Product	\$10.00/M
Ailment Data	\$20.00/M
Religious Affiliation	\$12.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	30%
Female	70%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

Broker	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	

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

Orders cancelled 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. Email Orders; Cancellation after testing is at full charges.

KEY CODING

Key Coding is not available

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for approval.
Prepayment for new users. Prepayment required on all first time mailers and all Email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact