

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

4,500,000	Total Universe / Universe Rate	\$75.00/M
2,412,156	1 Mos. Donors	\$75.00/M
3,635,969	3 Mos. Donors	\$75.00/M
406,000	3 Mos. Donors to Animal Welfare	+ \$10.00/M
68,000	3 Mos. Donors /Religious Cause	+ \$10.00/M
36,000	3 Mos. Donors /Children Cause	+ \$10.00/M
99,000	3 Mos. Donors /Political Cause	+ \$10.00/M
115,000	3 Mos. Donors / Health Causes	+ \$20.00/M
1,528,666	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	+ \$10.00/M
	w/Opt-In Email Address	+ \$25.00/M

DESCRIPTION

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Mailers can, for example, select hotline donors by category, that are 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 INCENTIVE DEAL: TEST 15,000 get \$75/M base with 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.

PROFILE

ID NUMBERS

Manager ID	
NextMark ID	302306
mIn ID	152003
SRDS ID	

MEDIA TYPE

Consumer



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	12/31/2017

DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

Product (10.00/M)

Health
Garden
Children

Special Selects

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

SELECTS		AVERAGE INCOME	
\$100+	\$10.00/M	Value	\$45,000.00
\$50+	\$10.00/M	MINIMUM ORDER	
\$25+	\$10.00/M	Minimum Quantity	10,000
Age Range	\$10.00/M	Minimum Price	\$500.00
Change of Address	\$10.00/M	COMMISSIONS	
Childs Age Range	\$10.00/M	Broker	20%
Demographic	\$10.00/M	Agency	15%
Donor by Category Cause	\$10.00/M	NET NAME ARRANGEMENTS	
Ethnic/Ethnicity	\$10.00/M	Net Name is allowed	
Gender/Sex	\$8.00/M	Floor	85%
Geo/Geographical	\$8.00/M	Minimum Quantity	50,000
Household Income	\$10.00/M	Run Charges	\$8.00/M
Lifestyle	\$10.00/M	EXCHANGES	
Multi Donor	\$10.00/M	Exchange is not allowed	
Product	\$10.00/M	REUSE	
Ailment Data	\$20.00/M	Reuse is allowed	
Special Selects		Minimum Quantity	0
MANAGER		Run Charge	
DSA Direct, LLC		CANCELLATION	
UNIT OF SALE		Charges	\$100.00/F
Average	\$50.00	CANCELLATION INSTRUCTIONS	
GENDER		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.	
Male	30%	KEY CODING	
Female	70%	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				
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