

American Consumer Donor Database



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SEGMENTS

6,658,000	Total Universe / Universe Rate	\$75.00/M
1,131,000	1 Mos. Donors	\$75.00/M
2,330,580	3 Mos. Donors	\$75.00/M
406,000	3 Mos. Donors to Animal Welfare	+ \$8.00/M
420,000	3 Mos. Donors / Religious Cause	+ \$8.00/M
205,000	3 Mos. Donors / Children Cause	+ \$8.00/M
750,000	3 Mos. Donors / Political Cause	+ \$8.00/M
1,425,000	3 Mos. Donors / Health Causes	+ \$6.00/M
650,000	3 Mos. Donors & Health Readers	+ \$8.00/M
4,328,000	3 Mos. Donors Age 50+	+ \$8.00/M
602,980	3 Mos. Donors & Ident. Catholics	+ \$12.00/M
	Email Campaign 25M Min.	+ \$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 15,000+ 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

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	06/30/2018

DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System" Announcement	02/14/2011
Last Update	07/23/2018
Next Update	08/08/2018
Update Frequency	MONTHLY

orders. \$25/M scoring fee.

SELECTS	
Contribution Amount	\$8.00/M
Age	\$8.00/M
Change of Address	\$8.00/M
Childs Age Range	\$8.00/M
Demographic	\$8.00/M
Donor by Category Cause	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$8.00/M
Lifestyle	\$8.00/M
Multi Donor	\$8.00/M
Reading Interest	\$8.00/M
Ailment Data	\$12.00/M
Religious Affiliation	\$12.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average \$50.00

GENDER
 Male 30%
 Female 70%

AVERAGE INCOME
 Value \$45,000.00

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

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 available
 Charges No charge

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