

American Consumer Ethnic Donor Database



American Consumer Ethnic Donor Database is a large multi-sourced transactional file of multi-donors by category. The file has been overlaid with Ethnicity and Religious Affiliation. 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.

SEGMENTS

805,000	Total Universe / Universe Rate	\$80.00/M
57,325	1 Mos. Hispanic Donors	\$85.00/M
34,912	1 Mos. Spanish Speaking Donors	\$85.00/M
81,928	1 Mos. African American Donors	\$85.00/M
15,000	12 Mos. Hispanic Religious Donors	\$80.00/M
805,000	12 mos. Ethnic Donors	\$80.00/M
	Email orders: 25,000 Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	498628
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Direct mail sold, Multi Sourced

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	12/14/2017
New to Manager	02/11/2011
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	12/14/2017
"New to System"	12/15/2017
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

American Consumer Ethnic Donor Database is a large multi-sourced transactional file of ethnic multi-donors by category. This large ethnic 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 which is selectable.

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.

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!

Opt-in Email address data has been appended to this transactional file. Available At \$25/M+

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.

SELECTS

Contribution Amount	\$10.00/M
Age Range	\$10.00/M
Change of Address	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Gender/Sex	\$8.00/M

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Lifestyle	\$10.00/M
Multi Donor	\$10.00/M

Broker	20%
Agency	15%

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$50.00

GENDER

Male	30%
Female	70%

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