

## American Political Donors



American Political Donors are active donors by political party contributions, last contribution date and donation amount. Donors have contributed to Candidates/or Incumbents fundraising appeals and can be further selected by donors political affiliation.

### SEGMENTS

|         |                                     |             |
|---------|-------------------------------------|-------------|
| 850,000 | Total Universe / Universe Rate      | \$85.00/M   |
| 155,000 | 3 Mos. Political Donors             | \$95.00/M   |
| 90,000  | 3 Mos. Donors to Democratic Appeals | + \$10.00/M |
| 65,000  | 3 Mos. Donors to Republican Appeals | + \$10.00/M |
| 75,000  | 3 Mos High Dollar Donors            | \$100.00/M  |
| 10,000  | Donors with Interest in Hunting     | + \$10.00/M |
| 850,000 | 12 Mos. Political Donors            | \$85.00/M   |

### ID NUMBERS

|             |            |
|-------------|------------|
| Manager ID  |            |
| NextMark ID | 307785     |
| mIn ID      | 307785     |
| SRDS ID     | 934936-000 |

### MEDIA TYPE

Consumer

### SOURCE

Compiled lists, Multi Sourced, Government records

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **08/31/2017**

### DATA CARD MAINTENANCE

New To System **05/23/2011**  
"New to System"  
Announcement **05/25/2011**  
Last Update **09/07/2017**  
Next Update **10/06/2017**  
Update Frequency **MONTHLY**

### DESCRIPTION

**American Political Donors** are active donors by political party contributions, last contribution date and donation amount. Donors have contributed to Candidates/or Incumbents fundraising appeals and can be further selected by donors political affiliation. These party line donors are supporting their political party in state elections, congressional district and issues relevant to their values. These are all paid multi-donors donors with demographics selects available thru a comprehensive overlay.

Special Selects: Democrats, Republican, Political Party, Donation Amount: \$25+, \$50+, High End \$1,000+ Donors. Lifestyle & Demographic selects available! Selectable: Outdoor Sports Enthusiasts, Gambling, Hunting, Income, mail order buyer, credit scoring, occupation additional Donor Category contributions. Inquire!

Demographics: 56% Males, 44% Females, Mostly Age 50+, HH Income \$45K+, Avg. Donation: \$25+

### SELECTS

|                     |           |
|---------------------|-----------|
| Age                 | \$10.00/M |
| Demographic         | \$10.00/M |
| Gender/Sex          | \$8.00/M  |
| Geo/Geographical    | \$8.00/M  |
| Home Owner, Renter  | \$10.00/M |
| Income Select       | \$10.00/M |
| Outdoor Enthusiasts | \$25.00/M |
| Marital Status      |           |
| Republican          | \$10.00/M |
| Democratic          | \$10.00/M |
| Donation Amount     | \$10.00/M |
| \$1,000+ Donors     | \$20.00/M |
| Lifestyle Interests | \$10.00/M |

### MANAGER

### AVERAGE INCOME

Value **\$50,000.00**

### 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**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **56%**  
 Female **44%**

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge

**CANCELLATION**

Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M cancel. run chrgs & shipping/material fees.

**KEY CODING**

**Key Coding is available**  
 Charges **\$2.00/M**

**ADDRESSING**

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

**SPECIAL INSTRUCTIONS**

Sample mail piece required for list owner approval. Prepayment on first time tests.

**CONTACTS**

| Contact Name   | Role            | Email                     | Phone          | Fax            |
|--|-----------------|---------------------------|----------------|----------------|
| ★ Linda Santaite<br>DSA Graphics, LLC<br>431 East Main Street Unit<br>#3<br>Denville, NJ 07834 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

★ = Primary contact