

**Animal Care Donors**



Animal Care Donors are compassionate donors to animal welfare causes. They have purchased pet related products and heavy contributors to animal causes.

**SEGMENTS**

335,500	Total Universe / Universe Rate	\$75.00/M
85,000	1 Mos. Multi-Donors	\$75.00/M
150,000	3 Mos Multi-Donors	\$75.00/M
245,000	6 Mos Multi-Donors	\$75.00/M
335,500	12 Mos Multi-Donors	\$75.00/M
	At Email Address	\$75.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	397475
mIn ID	397475
SRDS ID	

**MEDIA TYPE**

Consumer	
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**SOURCE**

Multi Sourced, Direct mail sold, Compiled lists

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	04/30/2014
New to Manager	11/01/2013
Counts Through	06/30/2017

**DATA CARD MAINTENANCE**

New To System	11/08/2013
"New to System"	05/01/2014
Announcement	
Last Update	07/10/2017
Next Update	08/07/2017
Update Frequency	MONTHLY

**DESCRIPTION**

**Animal Care Donors** are compassionate multi-donors to animal welfare causes. They have purchased pet related products and are heavy contributors to animal causes showing their dedication to the caring of animals. A very well targeted file for animal, environmental and wildlife appeals.

File is overlaid with mail order buyer and subscriber transactional activity as well as demographic and lifestyle attributes. This provides marketers with all the segmentation needed to target your ideal prospect.

Special Selects: Super Multi-Donors, Avg. Contribution Amount, Dog/Cat Owners, Age, Income, Pres. of Children, Homeowners, Mail Order Purchase Amount, number of product purchases, Identified Mail Order Buyers

Source: Direct Mail

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 Suppress available. Prepayment required on all email orders

**SELECTS**

Geo/Geographical	\$8.00/M
Age Range	\$10.00/M
Demographic & Lifestyle	\$10.00/M
Category Cause	\$10.00/M
Gender/Sex	\$8.00/M
Multi-Donors	\$10.00/M
Dog/Cat Owners	\$10.00/M
Identified Mail Order Buyers	\$10.00/M

**AVERAGE INCOME**

Value	\$40,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

Income	\$10.00/M
Pres. of Children	\$10.00/M
Homeowners	\$10.00/M
Mail Order Purchase Amount	\$10.00/M

**MANAGER**

DSA Direct, LLC

**GENDER**

Male	15%
Female	85%

**NET NAME ARRANGEMENTS**

Net Name is allowed

Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/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 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 run charges & shipping/material fees.

**KEY CODING**

Key Coding is available

Charges	\$3.00/M
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**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required for list owner approval. First Time Tests require Prepayment. Email & Telemarketing Orders require prepayment. Inquire for volume discounts Avg. Contribution: \$30.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact