

Animal Care Donors



Animal Care Donors are compassionate multi-donors to animal welfare causes. They are heavy multiple contributors to a variety of animal humane causes. The file is overlaid with transactional data providing donors that are pet product buyers as well. Marketers can select identified dog, cat or general pet owners and more! A well targeted prospecting file for animal, environmental and wildlife appeals at postal and email.

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	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	397475
mIn ID	397475
SRDS ID	

MEDIA TYPE

Consumer



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	04/30/2018

DATA CARD MAINTENANCE

New To System	11/08/2013
"New to System"	05/01/2014
Announcement	
Last Update	05/03/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

DESCRIPTION

Animal Care Donors are compassionate multi-donors to animal welfare causes. They are heavy multiple contributors to a variety of animal humane causes. The file is overlaid with transactional data providing donors that are pet product buyers as well. Marketers can select identified dog, cat or general pet owners and more! A well targeted prospecting file for animal, environmental and wildlife appeals at postal and email.

File is overlaid with mail order buyer, product purchases, 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

PROFILE

Category Cause (10.00/M)

- Children*
- Health/Ailment*
- Environmental*
- Food/Hunger*
- Foreign Aid*
- Humanitarian*
- Natural Disasters*

SELECTS

Geo/Geographical	\$8.00/M
Age Range	\$10.00/M
Demographic and 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
Income	\$10.00/M
Pres. of Children	\$10.00/M
Homeowners	\$10.00/M
Mail Order Purchase Amount	\$10.00/M
Super Multi-Donors	\$10.00/M
number of product purchases	\$10.00/M
Contribution Amount	\$10.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	15%
Female	85%

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%

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

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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact

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