

Compassionate Catholic Donors



Compassionate Catholic Donors contribute to causes that speaks to their religious values. The Catholic donors are mostly female, age 50+. They are answering the call from a variety of appeals including children's welfare, health, political, senior, religious and veteran causes.

SEGMENTS

45,000	Total Universe / Universe Rate	\$75.00/M
10,000	1 Mos. Catholic Donors	\$75.00/M
25,000	3 Mos. Catholic Donors	\$75.00/M
45,000	12 Mos. Catholic Donors	\$75.00/M

ID NUMBERS

Manager ID	
NextMark ID	334388
mIn ID	334388
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/01/2012
New to Manager	03/31/2012
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	04/01/2012
"New to System"	04/02/2012
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Compassionate Catholic Donors contribute to causes that speaks to their religious values. The Catholic donors are mostly female, age 50+. They are answering the call from a variety of appeals including children's welfare, health, political, senior, religious and veteran causes. They want to fund causes that are inline with their spiritual beliefs. Marketers can select by category cause, donation amount, multi-donors and political affiliation. File updates monthly! Avg. Contribution: \$20.

Category Causes:

Animal Welfare, Children, Environmental,/Wildlife, Health, Veteran, Political and Religious Causes.

Additional Selects: Direct Mail, Multi-Donors, Contribution Amt

Donation Amount:

\$10+, \$20+, \$50+

Source:

Direct Mail, Telemarketing, Online

Profile: 75% Female, Age Age 50+, Avg. HH Income \$45K+, Avg. Donation \$20

SELECTS

Age Range	\$8.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$10.00/M
Demographic & Lifestyle	\$10.00/M
Multi Donor	\$10.00/M
Dog/Cat Owners	\$10.00/M
Pres. of Children	\$10.00/M
Homeowners	\$10.00/M

MANAGER

AVERAGE INCOME

Value	\$45,000.00
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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

DSA Direct, LLC

UNIT OF SALE

Average **\$20.00**

GENDER

Male **25%**
 Female **75%**

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 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. Prepayment required on new tests.

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