

## Continuity Club Buyers & Donors



Reach hotline continuity club buyers that have committed to a steady purchase of products and subscription offers. All buyers are continuity club buyers with a payment within last 30-day. The file has been overlaid with donor transactions and is selectable by donor contribution category, dollar amount spent and more.

### SEGMENTS

650,000	Total Universe / Universe Rate	\$75.00/M
125,000	1 Mos. Buyers / Donors	\$75.00/M
315,000	3 Mos Buyers / Donors	\$75.00/M
27,500	3 Mos Buyers / Donors to Animal Welfare	+ \$8.00/M
44,200	3 Mos Buyers / Donors to Children Causes	+ \$8.00/M
175,000	3 Mos Buyers /Donors to Health Causes	+ \$8.00/M
44,600	3 Mos Buyers / Donors to Political Causes	+ \$8.00/M
650,000	12 Mos Buyers / Donors	\$75.00/M
	Email Address	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	431283
mIn ID	431283
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

Direct response, Lifestyle questionnaire, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	02/17/2015
New to Manager	11/29/2013
Counts Through	03/31/2016

### DATA CARD MAINTENANCE

New To System	02/17/2015
"New to System"	02/18/2015
Announcement	
Last Update	04/11/2016
Next Update	05/13/2016
Update Frequency	MONTHLY

### DESCRIPTION

**Continuity Club Buyers & Donors.** Reach hotline continuity club buyers that have committed to a steady purchase of products and/or subscriptions programs. All buyers are continuity club buyers with a payment within last 30-day. The file has been overlaid with donor transactions and is selectable by donor contribution category, dollar amount spent and more.

This file is perfectly engineered to provide non-profits with donor prospects that are more inclined to commit to monthly donation programs, subscriptions and membership appeals.

The file updates monthly and modeling is available to help target your best prospects!

**Selects:** Age, Income, Pres. Of Children, Subscribers of Publications, General Mdse. Products, Donors by Category, Reading Interest, Ethnicity, Mail Order Purchase Amount Spent and other demographic and lifestyle selects. Inquire. Telemarketing available. Inquire.

**Profile:** Avg Age 50+, Avg Sale \$25, Avg Incom \$45K+

**Postal Minimum: 10,000**

**Minimum for Emails: 25,000**

Includes 2 tests, deployment and tracking reports. Personalization available.

Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line & seed list. Creative must contain client name and address. Additional test blasts at \$100/ per additional test. Creative Services Available. Prepayment required on all email orders.

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$45,000.00
Gender/Sex	\$8.00/M	<b>MINIMUM ORDER</b>	
Geo/Geographical	\$8.00/M	Minimum Quantity	10,000
Income Range	\$8.00/M	Minimum Price	\$500.00
Presence of Child	\$8.00/M	<b>COMMISSIONS</b>	
Donor by Category Cause	\$8.00/M	Broker	20%
Mail Order Dollar Purchase Amt	\$8.00/M	Agency	15%
Income	\$8.00/M	<b>NET NAME ARRANGEMENTS</b>	
Subscribers of Publications	\$8.00/M	<b>Net Name is allowed</b>	
General Mdse. Products	\$8.00/M	Floor	85%
Donors by Category	\$8.00/M	Minimum Quantity	50,000
Reading Interest	\$8.00/M	Run Charges	\$8.00/M
Ethnicity	\$8.00/M	<b>EXCHANGES</b>	
Mail Order Purchase Amount Spent	\$8.00/M	<b>Exchange is not allowed</b>	
Demographics & Lifestyle	\$8.00/M	<b>REUSE</b>	
<b>MANAGER</b>		<b>Reuse is allowed</b>	
DSA Direct, LLC		Minimum Quantity	0
<b>UNIT OF SALE</b>		Run Charge	
Average	\$25.00	<b>CANCELLATION</b>	
<b>GENDER</b>		Charges	
Male	36%	\$100.00/F	
Female	65%	<b>CANCELLATION INSTRUCTIONS</b>	
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.			
<b>KEY CODING</b>			
<b>Key Coding is available</b>			
Charges		No charge	
<b>ADDRESSING</b>			
FTP		\$75.00/F	
EMAIL		\$75.00/F	
RUN CHARGE		\$8.00/M	
<b>SPECIAL INSTRUCTIONS</b>			
Sample Mail Piece required for list owner approval. Prepayment for first time users. Prepayment required on all email orders.			

CONTACTS				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

