
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 the last 30-days. Payment terms are typically monthly payments or installments. 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 |
| 350,000 | Club Members Byrs at Email Address | + \$25.00/M |
| 450,000 | Donors at Email Address | + \$25.00/M |
| | Email Address | + \$25.00/M |

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 the last 30-days. Payment terms are typically monthly payments and/or installments The file has been overlaid with donor transactions and is selectable by donor contribution category, dollar amount spent and more. Products purchases include subscriptions, books, health products, entertainment, collectibles and general mdse.

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+

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 431283 |
| mIn ID | 431283 |
| SRDS ID | |

MEDIA TYPE

Consumer

SOURCE

Multi Sourced, Compiled lists, Lifestyle questionnaire, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 02/17/2015 |
| New to Manager | 11/29/2013 |
| Counts Through | 05/31/2017 |

DATA CARD MAINTENANCE

| | |
|------------------------------|------------|
| New To System | 02/17/2015 |
| "New to System" Announcement | 02/18/2015 |
| Last Update | 06/07/2017 |
| Next Update | 07/07/2017 |
| Update Frequency | MONTHLY |

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 | MINIMUM ORDER | |
| Geo/Geographical | \$8.00/M | Minimum Quantity | 10,000 |
| Income Range | \$8.00/M | Minimum Price | \$500.00 |
| Presence of Child | \$8.00/M | COMMISSIONS | |
| Donor by Category Cause | \$8.00/M | Broker | 20% |
| Mail Order Dollar Purchase Amt | \$8.00/M | Agency | 15% |
| Income | \$8.00/M | NET NAME ARRANGEMENTS | |
| Subscribers of Publications | \$8.00/M | Net Name is allowed | |
| 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 | EXCHANGES | |
| Mail Order Purchase Amount Spent | \$8.00/M | Exchange is not allowed | |
| Demographics & Lifestyle | \$8.00/M | REUSE | |
| MANAGER | | Reuse is allowed | |
| DSA Direct, LLC | | Minimum Quantity | 0 |
| UNIT OF SALE | | Run Charge | |
| Average | \$25.00 | CANCELLATION | |
| GENDER | | Charges | |
| Male | 36% | \$100.00/F | |
| Female | 65% | 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 | No charge |
| | | ADDRESSING | |
| | | FTP | \$75.00/F |
| | | EMAIL | \$75.00/F |
| | | RUN CHARGE | \$8.00/M |
| | | SPECIAL INSTRUCTIONS | |
| | | 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 |
| ★ Linda Santaite DSA Direct 431 E. Main Street Unit #3 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

Denville, NJ 07834

★ = Primary contact

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