

DSA Donors to Charitable Causes



DSA Donors to Charitable Causes provides donors to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Health and Environmental Causes motivate these individuals to act.

SEGMENTS

| | | |
|-----------|--|-------------|
| 1,377,000 | Total Universe / Universe Rate | \$65.00/M |
| 125,000 | 1 Mos. Hotline Donors | \$75.00/M |
| 274,000 | 3 Mos. Donors | \$70.00/M |
| 1,377,000 | 12 Mos Donors | \$65.00/M |
| 250,000 | Super Donors 3 - 4+ Contributors | + \$10.00/M |
| 34,006 | 1 Mos Super Health Donors 3x Contrib. | + \$10.00/M |
| 49,549 | 3 Mos Super Health Donors 3x Contrib. | + \$10.00/M |
| 107,482 | 12 Mos Super Health Donors 3x Contrib. | + \$10.00/M |

ID NUMBERS

| | |
|-------------|------------|
| Manager ID | |
| NextMark ID | 313477 |
| mIn ID | 313477 |
| SRDS ID | 939296-000 |

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 09/26/2011 |
| New to Manager | 09/26/2011 |
| Counts Through | 05/31/2018 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 09/26/2011 |
| "New to System" | 09/29/2011 |
| Announcement | |
| Last Update | 06/11/2018 |
| Next Update | 07/09/2018 |
| Update Frequency | MONTHLY |

DESCRIPTION

DSA Donors to Charitable Causes gathers donors to a variety of causes. When a disaster strikes or a desperate need comes to their attention, these donors step up and are quick to provide help. Earthquakes, Tornados, Floods, Hunger Relief, Children Needs, Health and Environmental causes motivate these individuals to act. All donors have made a contribution within the last 30-days.

Marketers can select by category cause, donation amount, multi-donors and direct mail donors. File updates monthly! Avg. Contribution: \$30.

Category Causes:

Animal Welfare, Children, Health, Environmental, Foreign Aid, Health, Humanitarian, Veteran Causes, Political Causes, Religious Causes, Police/EMT Contributions

Additional Selects: Direct Mail, Multi-Donors, Dog/Cat Owners, Age, Income, Pres. of Children, Homeowners, Republican, Democratic, Catholic, Irish, Hispanic, Mail Order Buyers NEW SELECT AVAILABLE: Super Donors: 3-4 contributions across all category's or specific contributions within category.

Donation Amount:

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

Source:

Direct Mail, Telemarketing, Online

PROFILE

Category Cause (10.00/M)

Animal Welfare
Children
Health
Environmental

Foreign Aid
 Humanitarian
 Veteran Causes
 Political Causes
 Religious Causes
 Police/EMT Contributes

Donation Amount (10.00/M)

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

Source: Direct Mail (10.00/M)

Direct Mail
 Telemarketing
 Online

Additional Selects (10.00/M)

Direct Mail
 Multi-Donors
 Dog/Cat Owners
 Age
 Income
 Pres. of Children
 Homeowners
 Republican
 Democratic
 Catholic
 Irish
 Hispanic
 Mail Order Buyers

| 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 2+, 3+ | \$10.00/M |
| Veteran Causes | \$10.00/M |
| Animal Welfare Donors | \$10.00/M |
| Religious Donors | \$10.00/M |
| Political Donors | \$10.00/M |
| Donation Amount | \$10.00/M |
| Source: Direct Mail | \$10.00/M |
| Additional Selects | \$10.00/M |
| MANAGER | |
| DSA Direct, LLC | |
| UNIT OF SALE | |
| Average | \$30.00 |
| GENDER | |
| Male | 35% |
| Female | 65% |

| AVERAGE INCOME | |
|--------------------------------|-------------|
| Value | \$35,000.00 |
| MINIMUM ORDER | |
| Minimum Quantity | 10,000 |
| Minimum Price | \$500.00 |
| COMMISSIONS | |
| Broker | 20% |
| Agency | 15% |
| NET NAME ARRANGEMENTS | |
| Net Name is allowed | |
| 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.
 First Time Tests require Prepayment. Email &
 Telemarketing Orders require prepayment. Inquire
 for volume discounts

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