

## Democratic Political Donors



Democratic Political Donors file is derived from actual donor activity and is selectable by last contribution date and donation amount. All the donors have contributed to Candidates/or Incumbents fundraising appeals.

### SEGMENTS

485,000	Total Universe / Universe Rate	\$85.00/M
105,000	3 Mos. Democratic Donors	\$95.00/M
42,000	3 Mos. Female Democratic Donors	+ \$8.00/M
175,000	6 Mos. Democratic Donors	\$90.00/M
485,000	12 Mos Democratic Political Donors	\$85.00/M

### ID NUMBERS

Manager ID	
NextMark ID	409090
mIn ID	409090
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Multi Sourced, Government records, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	03/21/2014
New to Manager	03/21/2014
Counts Through	03/31/2016

### DATA CARD MAINTENANCE

New To System	03/21/2014
"New to System"	03/24/2014
Announcement	
Last Update	04/11/2016
Next Update	05/13/2016
Update Frequency	MONTHLY

### DESCRIPTION

**Democratic Political Donors** file is derived from actual donor activity and is selectable by last contribution date and donation amount. All the donors have contributed to Candidates/or Incumbents fundraising appeals with the last 30-days. Mailers can select hotline democratic donors by state, county, district and contribution amount. These are all paid multi-donors donors with demographics selects available thru a comprehensive overlay.

**Special Selects:** Geographic, Donation Amount: \$25+. \$50+, High End \$1,000+ Donor. New Enhancements available! Lifestyle Interests, Mail Order Buyers, Other donor category activity and more Inquire!

**Demographics:** 60% Males, 40% Females, Mostly Age 50+, HH Income \$45K+, Avg. Donation: \$25+

**Telemarketing:** 5,000 Minimum  
SAN# with Expiration Date info required.  
Complete Script and client name/address required for approval.  
25% prepayment required on telemarketing orders.

### SELECTS

### MANAGER

DSA Direct, LLC

### UNIT OF SALE

Average \$50.00

### GENDER

Male 61%  
Female 33%

### AVERAGE INCOME

Value not available

### 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 **\$15.00/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 cancel. run chrgs & shipping/material fees.

**KEY CODING**

**Key Coding is available**  
 Charges **\$2.00/M**

**ADDRESSING**

EMAIL **\$75.00/F**  
 FTP **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**

Sample mail piece required for list owner approval. Prepayment on first time tests. SAN# & Script required on Telemarketing orders with prepayment.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact