

Donors Supporting Art Galleries Museums Cultural Events



Donors Supporting Art Galleries Museums Cultural Events. Reach multi-donors that support art galleries, museum and cultural events. Donors have made contributions and have purchased art and antique merchandise, purchased tickets to cultural event, are subscribers or members to cultural organizations.

SEGMENTS

513,820	Total Universe / Universe Rate	\$75.00/M
18,500	1 Mos. Donors Supporters Art/Culture	\$85.00/M
260,000	3 Mos. Donors Supporters Art/Culture	\$80.00/M
513,820	12 Mos. Donors Supporters Art/Culture	\$75.00/M
	Add Email Campaign	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	546084
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Compiled lists, Multi-buyers, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/21/2019
New to Manager	10/21/2019
Counts Through	01/31/2020

DATA CARD MAINTENANCE

New To System	10/21/2019
"New to System"	10/22/2019
Announcement	
Last Update	02/05/2020
Next Update	03/09/2020
Update Frequency	MONTHLY

DESCRIPTION

Donors Supporting Art Galleries Museums Cultural Events. Reach multi-donors that support art galleries, museum and cultural events. Donors have made multiple contributions and made purchases of art and antique merchandise, purchased tickets to cultural event, and/or are subscribers or members to cultural organizations.

These are mostly female donors, age 50+ with income \$45K+. Recency on this file is pulled from donor transaction and are all identified as multi-donors. We have matched donor activity to our large database of product purchases, buyers of tickets to cultural events and subscribers and members to cultural organizations. The complex select is layered to provide marketers with a strongly appropriate prospect for non-profit appeals.

Special Selects: # of Contributions, Avg. Contribution Amount, Age, Income, Buyers of mdse, cultural event ticket buyers, subscribers/members to cultural organizations, Marital Status, Reader Interest, political or religious affiliation and ethnicity.

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

Please pre-clear creative for approval prior to ordering. Creative must be in HTML & Plain Text and contain mailers name and address. Creative services available for \$275/F fee. 2 test blasts included in pricing, additional test blasts \$150/F each. Client to provide subject line and from line, suppression file and seed list. Suppression file \$10/M, Deployment fee included in base, Personalization available at \$5/M. Tracking report with delivered, opened, click thru data provided. Prepayment required on all email orders.

MINIMUM: 7,500 postal mailing

SELECTS

AVERAGE INCOME

Dollar Amount - AP	\$8.00/M	Value	\$45,000.00
Number of Contributions	\$8.00/M		
Demographic	\$8.00/M	MINIMUM ORDER	
Ethnic/Ethnicity	\$10.00/M	Minimum Quantity	7,500
Gender/Sex	\$8.00/M	Minimum Price	\$450.00
Geo/Geographical	\$8.00/M	COMMISSIONS	
Age/Income	\$8.00/M	Broker	20%
Lifestyle	\$8.00/M	Agency	15%
Credit Card Buyers	\$8.00/M	NET NAME ARRANGEMENTS	
Direct Mail Only	\$8.00/M	Net Name is allowed	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$50.00**

GENDER

Male **8%**
 Female **92%**

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 cancelled 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 **\$2.00/M**

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact