

Donors Wildlife & Environmental Causes



Donors to Wildlife Environmental Causes provides avid donors committed to preserving wildlife and natural habitats. Donors have contributed at least 3 or more times during the course of a year to Wildlife and/or Environmental Causes with an avg. gift amount of \$25+ and are identified as mail order buyers.

SEGMENTS

386,000	Total Universe / Universe Rate	\$75.00/M
32,225	1 Mos. Donors to Wildlife Environment	\$85.00/M
90,560	3 Mos. Donors to Wildlife Environment	\$80.00/M
386,000	12 Mos. Donors to Wildlife Environment	\$75.00/M
	Add Email Campaign	+ \$25.00/M

ID NUMBERS

Manager ID
NextMark ID 544454
mIn ID
SRDS ID

MEDIA TYPE

Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry 10/21/2019
New to Manager 10/21/2019
Counts Through 12/31/2019

DATA CARD MAINTENANCE

New To System 09/26/2019
"New to System" 09/27/2019
Announcement
Last Update 01/22/2020
Next Update 02/07/2020
Update Frequency MONTHLY

DESCRIPTION

Donors to Wildlife Environmental Causes provides avid donors committed to preserving wildlife and natural habitats. Donors have contributed at least 3 or more times during the course of a year to Wildlife and/or Environmental Causes with an avg. gift amount of \$25+ and are identified as mail order buyers. This layered audience confirms their genuine support.

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, subscriptions, memberships, book purchases from a multitude of sources offline and online. 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, Direct Mail Donors, Mail Order Avg. Purchase 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

PROFILE

Product Categories (8.00/M)

Jewelry
 Tabletop
 Linen
 Bath
 Kitchen
 All Home Furnishings

Special Selects

of Contributions
 Avg
 Contribution Amount
 Age
 Income
 Direct Mail Donors
 Mail Order Avg
 Purchase and ethnicity

SELECTS		AVERAGE INCOME	
Dollar Amount - AP	\$8.00/M	Value	\$50,000.00
Number of Contributions	\$8.00/M	MINIMUM ORDER	
Demographic	\$8.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$450.00
Gender/Sex	\$8.00/M	COMMISSIONS	
Geo/Geographical	\$8.00/M	Broker	20%
Age/Income	\$8.00/M	Agency	15%
Lifestyle	\$8.00/M	NET NAME ARRANGEMENTS	
Reader Interest	\$8.00/M	Net Name is allowed	
Credit Card Buyers	\$8.00/M	Floor	85%
Product Categories	\$8.00/M	Minimum Quantity	50,000
Direct Mail Only	\$8.00/M	Run Charges	\$8.00/M
Special Selects		EXCHANGES	
MANAGER		Exchange is not allowed	
DSA Direct, LLC		REUSE	
UNIT OF SALE		Reuse is allowed	
Average	\$25.00	Minimum Quantity	0
GENDER		Run Charge	
Male	19%	CANCELLATION	
Female	81%	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
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Denville, NJ

★ = Primary contact

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