

Donors to Health Causes by DSA



Donors to Health Causes by DSA are all super multi-contributors to support health related appeals. Causes contributed to include hospital foundations, ailments & disease research, including cancer, heart and stroke, women's health issues and other related appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting health related non-profits.


SEGMENTS

85,746	Total Universe / Universe Rate	\$75.00/M
27,225	1 Mos. Multi-Donors to Health Causes	\$75.00/M
47,237	3 Mos. Multi-Donors to Health Causes	\$75.00/M
	12 Mos. Multi-Donors to Health Causes	

ID NUMBERS

Manager ID	
NextMark ID	481369
mIn ID	481369
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/10/2017
New to Manager	06/27/2017
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	06/27/2017
"New to System"	10/11/2017
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

Donors to Health Causes by DSA are all super multi-contributors to support health related appeals. Causes contributed to include hospital foundations, ailments & disease research, including cancer, heart and stroke, women's health issues and other related appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting health related non-profits.

Additional Selects: Direct Mail, # of contributions, Contributors to Other Category Causes as well as Health Cause donors, Contribution Amount

Donation Amount:

\$25+, \$50+

Source:

Direct Mail, Telemarketing, Online

Profile: Age Age 50+, Avg. HH Income \$75K+, Avg. Donation \$50

PROFILE

Donation Amount Ranges (10.00/M)

Donation Amount Ranges

Ethnic/Ethnicity (15.00/M)

Children
Health/Ailment
Environmental
Food/Hunger
Foreign Aid
Humanitarian
Natural Disasters
Hispanic
Spanish Speaking

African American

Additional Selects

Direct Mail

of contributions

Contributors to Other Category Causes as well as Health Cause donors

Contribution Amount

SELECTS		AVERAGE INCOME	
Age Range	\$8.00/M	Value	\$75,000.00
Donation Amount Ranges	\$10.00/M	MINIMUM ORDER	
Ethnic/Ethnicity	\$15.00/M	Minimum Quantity	7,500
Gender/Sex	\$8.00/M	Minimum Price	\$500.00
Household Income	\$10.00/M	COMMISSIONS	
Demographic and Lifestyle	\$10.00/M	Broker	20%
Pres. of Children	\$10.00/M	Agency	15%
Homeowners	\$10.00/M	NET NAME ARRANGEMENTS	
Additional Selects		Net Name is allowed	
MANAGER		Floor	85%
DSA Direct, LLC		Minimum Quantity	50,000
UNIT OF SALE		Run Charges	\$8.00/M
Average	\$50.00	EXCHANGES	
GENDER		Exchange is not allowed	
Male	25%	REUSE	
Female	75%	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. Prepayment required on new tests.	

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				