

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	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/27/2017
New to Manager	06/27/2017
Counts Through	09/30/2017

DATA CARD MAINTENANCE

New To System	06/27/2017
"New to System" Announcement	
Last Update	10/10/2017
Next Update	11/07/2017
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

SELECTS

Age Range	\$8.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$10.00/M
Demographic & Lifestyle	\$10.00/M
Pres. of Children	\$10.00/M
Homeowners	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	25%
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AVERAGE INCOME

Value	\$75,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
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

Female

75% **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. Prepayment required on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact