

## Donors to Political Causes by DSA



Donors to Political Causes by DSA are all multi-contribution donors to politically minded appeals. Causes contributed to include political campaigns, party causes, world views, environmental, family and other traditional appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting politically related non-profits.

### SEGMENTS

1,731,047	Total Universe / Universe Rate	\$75.00/M
142,000	1 Mos. Multi-Donors to Causes	\$85.00/M
428,000	3 Mos. Multi-Donors to Political Causes	\$80.00/M
1,731,047	12 Mos. Multi-Donors to Political Causes	\$75.00/M
	Email Campaign 25M Min.	+ \$25.00/M

### ID NUMBERS

Manager ID	
NextMark ID	550816
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Direct mail sold, Compiled lists, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	12/24/2019
New to Manager	06/27/2017
Counts Through	01/31/2020

### DATA CARD MAINTENANCE

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	02/07/2020
Next Update	03/09/2020
Update Frequency	MONTHLY

### DESCRIPTION

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**Additional Selects:** Direct Mail, # of contributions, Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount

**Donation Amount:** \$25+, \$50+

#### **Source:**

Direct Mail, Telemarketing, Online

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

**Email:** 25,000 Min.

Email that has been opted in to 3rd party offers have been appended to this file.

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### 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

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 and Lifestyle	\$10.00/M
Pres. of Children	\$10.00/M
Political Affiliation	\$12.00/M

**MANAGER**  
 DSA Direct, LLC

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	25%
Female	75%

AVERAGE INCOME	
Value	\$75,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES	
<b>Exchange is not allowed</b>	

REUSE	
<b>Reuse is allowed</b>	
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	
<b>Key Coding is available</b>	
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