

Donors with Ailments by DSA



Donors with Ailments by DSA provides donors to charitable causes that have self-reported ailment concerns, purchased related health products and/or subscribed to related publications. Having an ailment or having a strong connection to an ailment tends to have individuals more responsive to appeals concerning it.

SEGMENTS

| | | |
|-----------|--|-------------|
| 4,500,000 | Total Universe / Universe Rate | \$80.00/M |
| 295,000 | 30-Day Multi-Donors w/Any Ailment | \$85.00/M |
| 1,560,000 | 3 Mos Multi-Donors w/Any Ailment | \$80.00/M |
| 135,000 | 3 Mos Multi-Donors w/ Arthritis | + \$12.00/M |
| 65,000 | 3 mos. Multi-Donors w/ Diabetes | + \$12.00/M |
| 45,000 | 3 Mos Multi-Donors w/ Heart Conditions | + \$12.00/M |
| 6,000 | 12 mos Donors w/ / Alzheimers | + \$12.00/M |
| 20,000 | 3 Mos Donors w/ Physical Handicap | + \$12.00/M |
| 10,000 | 3 Mos Donors w/ Emphysema | + \$12.00/M |
| | Email Address | + \$25.00/M |

DESCRIPTION

Donors with Ailments by DSA provides multi-donors to charitable causes that have self-reported ailment concerns, purchased related health products and/or subscribed to related publications. Having an ailment or having a strong connection to an ailment tends to have individuals more responsive to appeals concerning it. The file updates monthly and modeling is available to help target your best prospects!

Selects: Any Ailment, Allergies, Alzheimer's, Arthritis, Asthma, Bladder Control, Diabetes, Emphysema, High Blood Pressure, High Cholesterol, Loss of Hearing, Osteoporosis, Physical Handicap, Donors by Category, Reading Interest, Age, Income, number of contributions and other demographic and lifestyle selects.

MODELING AVAILABLE:

10,000 Minimum Needed to build model.

6-8 Weeks Processing Time.

Min. 25,000 records supplied.

EMAIL ORDERS:


Minimum order quantity:25,000. Rates decrease with higher volume quantities.

CREATIVE:Full copy & creative is due 3-5 business days to testing, once test is approved, launched date as determined. Creative services available for creation of

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 430760 |
| mln ID | 430760 |
| SRDS ID | |

MEDIA TYPE

Consumer 

SOURCE

Direct response, Lifestyle questionnaire, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 02/06/2015 |
| New to Manager | 11/29/2013 |
| Counts Through | 06/30/2018 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 02/06/2015 |
| "New to System" | 02/09/2015 |
| Announcement | |
| Last Update | 07/23/2018 |
| Next Update | 08/08/2018 |
| Update Frequency | MONTHLY |

HTML & Text email at \$275/F fee. Creative must contain: Client name/address, Opt Out of future emails & an unsubscribe response vehicle. Creative required in HTML Personalization available \$5/M, Suppression files no charge up to 250,000. Inquire for larger files.

Deployment: Included

TRACKING REPORT: Incls. Delivered, Opens, Click Rates included at no charge.

ALL ORDERS: Incls. 2 tests (\$100 for each add'l test/change)

PREPAYMENT REQUIRED ON ALL EMAIL ORDERS

| SELECTS | | AVERAGE INCOME | |
|-------------------------|-----------|---|-------------|
| Age Range | \$8.00/M | Value | \$45,000.00 |
| Demographic | \$8.00/M | MINIMUM ORDER | |
| Gender/Sex | \$8.00/M | Minimum Quantity | 10,000 |
| Geo/Geographical | \$8.00/M | Minimum Price | \$500.00 |
| Income Range | \$8.00/M | COMMISSIONS | |
| Presence of Child | \$8.00/M | Broker | 20% |
| Ailments | \$12.00/M | Agency | 15% |
| Allergies | \$12.00/M | NET NAME ARRANGEMENTS | |
| Arthritis | \$12.00/M | Net Name is allowed | |
| Asthma | \$12.00/M | Floor | 85% |
| Donor by Category Cause | \$10.00/M | Minimum Quantity | 50,000 |
| Bladder | \$12.00/M | Run Charges | \$8.00/M |
| Cholesterol | \$12.00/M | EXCHANGES | |
| Diabetes | \$12.00/M | Exchange is not allowed | |
| Emphysema | \$12.00/M | REUSE | |
| High Blood Pressure | \$12.00/M | Reuse is allowed | |
| Loss of Hearing | \$12.00/M | Minimum Quantity | 0 |
| Osteoporosis | \$12.00/M | Run Charge | |
| Physical Handicap | \$12.00/M | CANCELLATION | |
| Number of Contributions | \$8.00/M | Charges | \$100.00/F |
| MANAGER | | CANCELLATION INSTRUCTIONS | |
| DSA Direct, LLC | | 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 cancel. run chrgs & shipping/material fees. | |
| GENDER | | KEY CODING | |
| Male | 48% | Key Coding is available | |
| Female | 47% | Charges | No charge |
| | | ADDRESSING | |
| | | FTP | \$75.00/F |
| | | EMAIL | \$75.00/F |
| | | RUN CHARGE | \$8.00/M |
| | | SPECIAL INSTRUCTIONS | |
| | | Sample Mail Piece required for list owner approval. Prepayment for first time users. Prepayment required on all email orders. | |

| CONTACTS | | | | |
|--|-----------------|---------------------------|----------------|----------------|
| Contact Name | Role | Email | Phone | Fax |
| ★ Linda Santaite DSA Direct 431 E. Main Street Unit #3 Denville, NJ 07834 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |
| ★ = Primary contact | | | | |

