

## 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    | \$75.00/M   |
| 295,000   | 30-Day Hotline                    | \$75.00/M   |
| 1,560,000 | 3 Mos Hotline                     | + \$10.00/M |
| 135,000   | 3 Mos Donors w/Arthritis          | + \$10.00/M |
| 65,000    | 3 mos. Donors w/Diabetes          | + \$10.00/M |
| 45,000    | 3 Mos Donors w/ Heart Conditions  | + \$10.00/M |
| 6,000     | 12 mos Donors w/ / Alzheimers     | + \$10.00/M |
| 20,000    | 3 Mos Donors w/ Physical Handicap | + \$10.00/M |
| 10,000    | 3 Mos Donors w/ Emphysema         | + \$10.00/M |
| 187,000   | 3 Mos Donors with Health Causes   | + \$10.00/M |
|           | Email Address                     | + \$25.00/M |

### DESCRIPTION

**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. 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 and other demographic and lifestyle selects. Inquire

### 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 |
| mIn 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 | 08/31/2017 |

### DATA CARD MAINTENANCE

|                  |            |
|------------------|------------|
| New To System    | 02/06/2015 |
| "New to System"  | 02/09/2015 |
| Announcement     |            |
| Last Update      | 09/07/2017 |
| Next Update      | 10/06/2017 |
| 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

**PROFILE**

**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 demographic*
- lifestyle*

**SELECTS**

|                     |           |
|---------------------|-----------|
| Age Range           | \$10.00/M |
| Demographic         | \$10.00/M |
| Gender/Sex          | \$8.00/M  |
| Geo/Geographical    | \$8.00/M  |
| Income Range        | \$10.00/M |
| Presence of Child   | \$10.00/M |
| Ailments            | \$10.00/M |
| Allegeries          | \$10.00/M |
| Arthritis           | \$10.00/M |
| Asthma              | \$10.00/M |
| Bladder             | \$10.00/M |
| Cholesterol         | \$10.00/M |
| Diabetes            | \$10.00/M |
| Emphysema           | \$10.00/M |
| High Blood Pressure | \$10.00/M |
| Loss of Hearing     | \$10.00/M |
| Osteoporosis        | \$10.00/M |
| Physical Handicap   | \$10.00/M |
| Reading Interest    |           |
| Selects             |           |

**MANAGER**

**DSA Direct, LLC**

**GENDER**

|        |     |
|--------|-----|
| Male   | 48% |
| Female | 47% |

**AVERAGE INCOME**

|       |             |
|-------|-------------|
| Value | \$45,000.00 |
|-------|-------------|

**MINIMUM ORDER**

|                  |          |
|------------------|----------|
| Minimum Quantity | 10,000   |
| 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**

**Exchange is not allowed**

**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 cancel. run chrgs & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges No charge

**ADDRESSING**

|            |                  |
|------------|------------------|
| FTP        | <b>\$75.00/F</b> |
| EMAIL      | <b>\$75.00/F</b> |
| RUN CHARGE | <b>\$8.00/M</b>  |

**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<br>DSA Direct<br>431 E. Main Street Unit #3<br>Denville, NJ 07834 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

★ = Primary contact