

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	12/31/2017

DATA CARD MAINTENANCE

New To System	02/06/2015
"New to System" Announcement	02/09/2015
Last Update	01/02/2018
Next Update	02/07/2018
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

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	\$10.00/M
Selects	

MANAGER

DSA Direct, LLC

GENDER

Male	48%
Female	47%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
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

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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 \$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