

## Environmental Donors by DSA



Environmental Donors by DSA are all super multi-contributors to causes to help better the planet. Causes contributed to include climate control, wildlife, ocean, conservation and other related appeals. The donors are mostly age 50+ and having incomes of \$75K+ and have taken a strong interest in supporting the environment.

### SEGMENTS

1,543,072	Total Universe / Universe Rate	\$75.00/M
147,200	3 Mos. Multi-Environmental donors	\$75.00/M
1,543,072	12 Mos. Multi-Environmental donors	\$75.00/M

### ID NUMBERS

Manager ID	
NextMark ID	481293
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Direct mail sold, Compiled lists, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	06/26/2017
New to Manager	06/26/2017
Counts Through	05/31/2017

### DATA CARD MAINTENANCE

New To System	06/26/2017
"New to System" Announcement	
Last Update	06/26/2017
Next Update	07/07/2017
Update Frequency	MONTHLY

### DESCRIPTION

**Environmental Donors by DSA** are all super multi-contributors to causes to help better the planet. Causes contributed to include climate control, wildlife, ocean, conservation and other related appeals. The donors are mostly age 50+ and having incomes of \$75K+ and have taken a strong interest in supporting the environment by making multiple contributions. A strong file for mailers seeking avid supporters. File is large enough for regional appeals.

**Additional Selects:** Direct Mail, # of contributions, Contributors to Other Category Causes as well as Environmental, Contribution Amount

### Donation Amount:

\$25+, \$50+

### Source:

Direct Mail, Telemarketing, Online

**Profile:** Age Age 50+, Avg. HH Income \$75K+, Avg. Donation \$35

### 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	\$35.00
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### GENDER

### 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

Male  
Female

50% **EXCHANGES**  
50% **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