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**Environmental Donors by DSA**


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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.

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**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

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**ID NUMBERS**

Manager ID	
NextMark ID	481293
mIn ID	481293
SRDS ID	

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**MEDIA TYPE**

Consumer 

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**SOURCE**

Direct mail sold, Compiled lists, Multi Sourced

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**GEOGRAPHY**

USA

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**OPT-IN**


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**MAINTENANCE**

Market Entry	06/27/2017
New to Manager	06/26/2017
Counts Through	12/31/2017

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**DATA CARD MAINTENANCE**

New To System	06/26/2017
"New to System"	06/28/2017
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

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**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

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**PROFILE**

**Ethnic/Ethnicity** (15.00/M)

Children  
 Health/Ailment  
 Environmental  
 Food/Hunger  
 Foreign Aid  
 Humanitarian  
 Natural Disasters  
 Hispanic  
 Spanish Speaking  
 African American

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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

GENDER	
Male	50%
Female	50%

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**  
**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 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