
Environmental Donors by DSA

Environmental PROTECTION

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	481293
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Direct mail sold, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/27/2017
New to Manager	06/26/2017
Counts Through	04/30/2018

DATA CARD MAINTENANCE

New To System	06/26/2017
"New to System"	06/28/2017
Announcement	
Last Update	05/03/2018
Next Update	06/08/2018
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

PROFILE

Ethnic/Ethnicity (15.00/M)

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

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	
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

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