

Mature American Donors by DSA



Mature American Donors are concerned conservatives that donate to political appeals generously. They are mostly age 50+ and seek to influence policy, bolster their groups' ideology and promote their chosen candidates. All donors have made a contribution within last 30-days and are multi-donors.


SEGMENTS

| | | |
|---------|--------------------------------|-------------|
| 337,753 | Total Universe / Universe Rate | \$85.00/M |
| 28,000 | 1 Mos Donors | \$95.00/M |
| 80,000 | 3 Mos Donors | \$90.00/M |
| 37,500 | 3 Mos. Republicanc Donors | + \$10.00/M |
| 40,000 | 3 Mos. Democratic Donors | + \$10.00/M |
| 337,753 | 12 Mos. Mature Donors | \$85.00/M |

ID NUMBERS

| | |
|-------------|------------|
| Manager ID | |
| NextMark ID | 292728 |
| mIn ID | 149064 |
| SRDS ID | 928087-000 |

MEDIA TYPE

Consumer 

SOURCE

Government records, Multi Sourced, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 08/12/2010 |
| New to Manager | 08/12/2010 |
| Counts Through | 06/30/2017 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 08/12/2010 |
| "New to System" | 08/17/2010 |
| Announcement | |
| Last Update | 07/10/2017 |
| Next Update | 08/07/2017 |
| Update Frequency | MONTHLY |

DESCRIPTION

Mature American Donors are concerned conservatives that donate to political appeals generously. They are mostly age 50+ and seek to influence policy, bolster their groups' ideology and promote their chosen candidates. All donors have made a contribution within last 30-days and are multi-donors

This UNIQUE Political donor information is derived from multiple proprietary sources including government sources and non-profit member files. The donors have contributed in excess of \$250 in donations to federally registered candidates. The data is unique since political affiliation such as, Republican; Democrat and Liberal parties can be selected as well as Congressional Districts. Mailers can select donation amount ranges, multiple donations and more.

File is further overlaid with demographic and lifestyle selects providing mailers with a wealth of select options to better target their audience.

The file consists of identified donor's age 50+, mailers can select ALL DONORS without selecting age 50+ for a larger file universe. Select: Total/All Age donors.

Special Selects:

Donors by Cause: Veterans, Political/ Republican, Democratic, Health Causes, Religious, Age, Income, Marital Status, Homeowners, Renters, Credit Card Holders & Ethnicity. Lifestyle Interests: Outdoor, Hunting, Reading Interests, Mail Order Buyers and more Inquire for other selects available

MINIMUM: 10,000 postal mailing

SELECTS

| | |
|------------------|-----------|
| Age | \$10.00/M |
| Demographic | \$10.00/M |
| Ethnic/Ethnicity | \$15.00/M |
| Gender/Sex | \$8.00/M |
| Geo/Geographical | \$8.00/M |

AVERAGE INCOME

| | |
|-------|-------------|
| Value | \$40,000.00 |
|-------|-------------|

MINIMUM ORDER

| | |
|------------------|----------|
| Minimum Quantity | 10,000 |
| Minimum Price | \$500.00 |

| | |
|------------------------|-----------|
| Home Owner | \$10.00/M |
| Income Select | \$10.00/M |
| Lifestyle | \$10.00/M |
| Marital Status | \$10.00/M |
| Donation Amount Ranges | \$10.00/M |
| Multi-Donors | \$10.00/M |

MANAGER
DSA Direct, LLC

UNIT OF SALE
 Average \$25.00

GENDER

| | |
|--------|-----|
| Male | 64% |
| Female | 33% |

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 | \$2.00/M |
|---------|----------|

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. New first time tests require Prepayment.

CONTACTS

| Contact Name | Role | Email | Phone | Fax |
|---|-----------------|---------------------------|----------------|----------------|
| ★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

★ = Primary contact