

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

591,365	Total Universe / Universe Rate	\$85.00/M
75,000	1 Mos Donors	\$95.00/M
205,000	3 Mos Donors	\$90.00/M
125,000	3 Mos. Donors Age 50+	+ \$8.00/M
40,000	3 Mos. Republican Donors	+ \$10.00/M
45,000	3 Mos. Democratic Donors	+ \$10.00/M
595,000	12 Mos. Mature Political Donors	\$85.00/M

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

Telemarketing: 5,000 min.

SAN# & Complete Script required.


25% prepayment required

MINIMUM: 10,000 postal mailing

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	06/30/2016

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	07/18/2016
Next Update	08/05/2016
Update Frequency	MONTHLY

SELECTS	
Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
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
Phone Numbers	\$25.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE	
Average	\$25.00

GENDER	
Male	64%
Female	33%

AVERAGE INCOME	
Value	\$40,000.00

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	\$15.00/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