

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. Republican 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	09/30/2017

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	10/10/2017
Next Update	11/07/2017
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
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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
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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
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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
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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