

The Dog House Donors



The Dog House Donors by DSA offers contributors to animal welfare causes. They donate to local humane societies, shelters and animal causes. Available at postal and email address.


SEGMENTS

687,941	Total Universe / Universe Rate	\$65.00/M
251,000	1 Mos. Donors	\$75.00/M
45,000	1 Mos. Donors & Dog Owners	+ \$10.00/M
25,000	1 Mos. Donors & Cat Owners	+ \$10.00/M
360,000	3 Mos. Donors	\$70.00/M
687,941	12 Month Donors	\$65.00/M
	Email Address	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	350851
mIn ID	350851
SRDS ID	

MEDIA TYPE

Business 

SOURCE

Compiled lists, Direct mail sold, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/14/2012
New to Manager	04/10/2012
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	08/14/2012
"New to System"	08/15/2012
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

The Dog House Donors by DSA offers multi contributors to animal welfare causes. They donate to local humane societies, shelters and animal causes. The source is a large database of donors to local and regional animal welfare appeals. Available at postal and email address. These are compassionate donors to appeals that care for dogs and cats.

A perfect file for pet catalogers, publishers and non-profit animal humane appeals. File updates monthly.

Selectable: Dog Owners, Cat Owners, Multi-Donors

Available at Postal & Email Address

Minimum for Emails: 25,000

Email Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

PROFILE

Pet Product Buyers (10.00/M)

Animal Boarding Services
Animal Humane Societies
Animal Resue Relocation and Transportation
Animal Shelters
Cat Farms
Dog Training Services
Guard Dog Rental Services
Kennels, Breeders, Raising Stock
Pet Breeders
Pet and Pet Supplies Retailers

*Pet and Pet Supplies Wholesalers
 Pet General Services
 Pet Training
 Pet Washing and Grooming
 Veterinary Services and Specialities*

SELECTS	
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Dog Vs Cat Owners	\$10.00/M
Demographic and Lifestyle	\$10.00/M
Ethnic	\$15.00/M
Pet Product Buyers	\$10.00/M
Email Address	\$25.00/M
Multi-Donors	\$10.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE	
Average	\$20.00

GENDER	
Male	25%
Female	70%

AVERAGE INCOME	
Value	\$50,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$450.00

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. Email Orders; Cancellation after testing is at full charges.

KEY CODING	
Key Coding is available	
Charges	\$2.00/M

ADDRESSING	
FTP	\$75.00/F
Email	\$75.00/F

SPECIAL INSTRUCTIONS
 Sample mail piece required. Prepayment on new tests. Email orders are accepted on a prepayment basis. Available at Postal & Email Address Minimum for Emails: 25,000 Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire. Creative required for approval. HTML & Plain Text needed for Email. Client to supply. subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

CONTACTS				
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★ = Primary contact

