

## 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

### ID NUMBERS

Manager ID	
NextMark ID	350851
mIn ID	350851
SRDS ID	

### MEDIA TYPE

Business



### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

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

### DATA CARD MAINTENANCE

New To System	08/14/2012
"New to System"	08/15/2012
Announcement	
Last Update	09/12/2017
Next Update	10/06/2017
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 & Transportation*  
*Animal Shelters*  
*Cat Farms*  
*Dog Training Services*  
*Guard Dog Rental Services*  
*Kennels, Breeders, Raising Stock*  
*Pet Breeders*  
*Pet & Pet Supplies Retailers*

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

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

**MANAGER**  
**DSA Direct, LLC**

<b>UNIT OF SALE</b>	
Average	<b>\$20.00</b>

<b>GENDER</b>	
Male	<b>25%</b>
Female	<b>70%</b>

<b>AVERAGE INCOME</b>	
Value	<b>\$50,000.00</b>

<b>MINIMUM ORDER</b>	
Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

<b>COMMISSIONS</b>	
Broker	<b>20%</b>
Agency	<b>15%</b>

<b>NET NAME ARRANGEMENTS</b>	
<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

**EXCHANGES**  
**Exchange is not allowed**

<b>REUSE</b>	
<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

<b>CANCELLATION</b>	
Charges	<b>\$100.00/F</b>

**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.

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

<b>ADDRESSING</b>	
FTP	<b>\$75.00/F</b>
Email	<b>\$75.00/F</b>

**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.

<b>CONTACTS</b>				
Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

