

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

695,171	Total Universe / Universe Rate	\$65.00/M
65,000	1 Mos. Donors	\$75.00/M
30,000	1 Mos. Donors & Dog Owners	+ \$10.00/M
20,000	1 Mos. Donors & Cat Owners	+ \$10.00/M
340,000	3 Mos. Donors	\$70.00/M
695,171	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	12/31/2016

DATA CARD MAINTENANCE

New To System	08/14/2012
"New to System"	08/15/2012
Announcement	
Last Update	12/20/2016
Next Update	02/08/2017
Update Frequency	MONTHLY

DESCRIPTION

The Dog House Donors by DSA offers 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.

SELECTS

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

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$20.00
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AVERAGE INCOME

Value	\$50,000.00
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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

GENDER

Male	25%
Female	70%

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

KEY CODING

Key CODING is available

Charges	\$2.00/M
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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

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact