

American Consumer Donor Database



American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. Non-profits can select hotline donors by category, number of contributions made during the last 12 months, avg. contribution amt., direct mail sourced, political, religious affiliation and more. The flexibility of segmentation, the universe counts and pricing makes this a must for non-profits!

SEGMENTS

| | | |
|-----------|--|-------------|
| 5,200,000 | Total Universe / Universe Rate | \$75.00/M |
| 750,000 | 1 Mos. Donors | \$75.00/M |
| 1,759,000 | 3 Mos. Donors | \$75.00/M |
| 386,000 | 3 Mos. Donors to Animal Welfare | + \$8.00/M |
| 65,000 | 3 Mos. Donors / Religious Cause | + \$8.00/M |
| 325,000 | 3 Mos. Donors / Children Cause | + \$8.00/M |
| 475,000 | 3 Mos. Donors / Political Cause | + \$8.00/M |
| 675,000 | 3 Mos. Donors / Health Causes | + \$6.00/M |
| 23,500 | 3 Mos. Donors / Political Causes & Catholics | + \$10.00/M |
| 460,000 | 3 Mos. Donors / Veteran Causes | + \$10.00/M |
| 249,674 | 3 Mos. Donors using Cash/Checks, no credit | \$70.00/M |
| 1,143,000 | 3 Mos. Donors Age 50+ | + \$8.00/M |
| 525,000 | 12 Mos. Spanish Speaking Donors | + \$12.00/M |

Digital Campaign Inquire

DESCRIPTION

American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. Non-profits can select hotline donors by category, number of contributions made during the last 12 months, avg. contribution amt., direct mail sourced, political, religious affiliation and more. File is robustly enhanced with demographic and lifestyle interest selects. A premiere prospecting file for the non-profit community.

TEST INCENTIVE DEAL: 15,000 Test: \$75/M base, selects waived (except on ailment, ethnicity, political & religious affiliations; deal cannot be combined with other net/deal terms)

NEW! Multi-Donors using cash/checks with no credit card transactions. We've matched our donor transactional data, to our multi-million name database to identify donors that have no record of credit card transactions or online activity. They are consistent contributors that mail in their checks and cash to causes.

Selects: Product and Donor Categories, # of transactions, avg. transaction amount, Demographic, Lifestyle Interest, Source: Direct Mail, Online, Method of Payment, Credit Card, House Charge, Deferred Billing, and more

Donor_Categories: Animal Welfare, Art/Culture, Children, Environmental, Health, Humanitarian, Political, Religious, Veteran, Direct Mail Donors

Interests: Reading by Category, Beauty/Fashion, Hobbies, Crafts, Cooking, Diet/Nutrition, Health, Fitness, Gardening, Sports, Outdoors, Travel, Woodworking, Christian Families, Bible/Devotional Reading and more.

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 302306 |
| mIn ID | 152003 |
| SRDS ID | |

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 02/11/2011 |
| New to Manager | 02/11/2011 |
| Counts Through | 02/28/2022 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 02/11/2011 |
| "New to System" | 02/14/2011 |
| Announcement | |
| Last Update | 02/28/2022 |
| Next Update | 04/06/2022 |
| Update Frequency | MONTHLY |

Product Categories: Apparel: Women's, Men's, Children, Baby/Infant, Large Size, Intimates, Swimwear, Footwear, Beauty/ Cosmetics/Skin Care, Health Products, Health Supplements, Ailments, Children Mdse, Books, Toys, Crafts by Category, Gifts, Home Décor, Home Furnishings, Jewelry, Linen/Bed/Bath, Magazines, Music, Books, religious Products, Sporting Goods, Toys, Travel, Luggage and much more. Hundreds available. Inquire.

Collectibles: Americana, Cats, Dogs, Horses, Irish, Nautical, Native American, Western, Patriotic, Motorcycles, Military, Sports, Teacher, Nurse, Wildlife and more. Inquire.

Ailment: Arthritis, Diabetes, Heart Condition, Joint/Mobility and more. Inquire.

Minimum: 10,000 Postal

Digital Campaign: Add Digital to Postal Mailing \$25/M. Digital Only: \$75/M; Media Buy and Campaign Monetization Separate Fee and available.

Email: Opt-In Email with deployment Base + \$25/M, 25,000 Min. Prepayment on all email orders. Creative Requirements: HTML & Plain Text. Include client name & address and opt out option. Creative services available for add'l fee \$275+. Client to provide Subject Line, From/To, Seed List. 2 Tests included, additional testing \$150/F per test. Two tracking reports with delivered, opened, click thru. Personalization available. House file suppression available. Inquire.

Modeling: 25,000 Min. \$25/M scoring fee
Types: Good Customer Model, Look A Like, Mail Regression Model Min. Data Required: 50M. Build Time: 4-6 Weeks
Mailer to Provide: House file/mail file and customer profile information if available All mailers for modeling must be cleared and may require Database Contribution.

Request a [Quote](#)

PROFILE

Donor by Category Cause (8.00/M)

Animal Welfare

Children

Environmental

Wildlife

Health

Religious

Political

Veteran

Subscribers to Health

Political and Religious Publications

Reading Interest (8.00/M)

Health

Garden

Children

Ailment Data (12.00/M)

Arthritis

Diabetes

Heart Condition

Joint/Mobility

Religious Affiliation (12.00/M)

Catholic

Jewish and Protestant

Product Buyers of Health
 Garden
 Children
 Novelty Products
 Religious
 Wildlife
 Military
 Nurses and more

Collectibles

Americana
 Cats
 Dogs
 Horses
 Irish
 Nautical
 Native American
 Western
 Patriotic
 Motorcycles
 Military
 Sports
 Teacher
 Nurse
 Wildlife and more

SELECTS

| | |
|-------------------------|-----------|
| Contribution Amount | \$8.00/M |
| Age | \$8.00/M |
| Change of Address | \$8.00/M |
| Childs Age Range | \$8.00/M |
| Demographic | \$8.00/M |
| Donor by Category Cause | \$8.00/M |
| Ethnic/Ethnicity | \$12.00/M |
| Gender/Sex | \$8.00/M |
| Geo/Geographical | \$8.00/M |
| Household Income | \$8.00/M |
| Lifestyle | \$8.00/M |
| Multi Donor | \$8.00/M |
| Reading Interest | \$8.00/M |
| Ailment Data | \$12.00/M |
| Religious Affiliation | \$12.00/M |
| Collectibles | |

MANAGER

DSA Direct, LLC

UNIT OF SALE

| | |
|---------|---------|
| Average | \$50.00 |
|---------|---------|

GENDER

| | |
|--------|-----|
| Male | 30% |
| Female | 70% |

AVERAGE INCOME

| | |
|-------|-------------|
| Value | \$45,000.00 |
|-------|-------------|

MINIMUM ORDER

| | |
|------------------|----------|
| Minimum Quantity | 10,000 |
| Minimum Price | \$750.00 |

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 cancelled 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 | No charge |

ADDRESSING

| | |
|-------|-----------|
| FTP | \$75.00/F |
| EMAIL | \$75.00/F |

RUN CHARGE

\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for approval.
Prepayment for new users. Prepayment required on
all first time mailers and all Email orders.

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

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