

## American Consumer Donor Database



American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific category, avg. donation amount and more.

### SEGMENTS

5,192,570	Total Universe / Universe Rate	\$75.00/M
882,000	1 Mos. Donors	\$75.00/M
1,817,600	3 Mos. Donors	\$75.00/M
316,639	3 Mos. Donors to Animal Welfare	+ \$8.00/M
35,000	3 Mos. Donors / Religious Cause	+ \$8.00/M
159,879	3 Mos. Donors / Children Cause	+ \$8.00/M
584,925	3 Mos. Donors / Political Cause	+ \$8.00/M
1,111,357	3 Mos. Donors / Health Causes	+ \$6.00/M
16,000	3 Mos. Donors / Political Causes & Catholics	+ \$10.00/M
3,375,405	3 Mos. Donors Age 50+	+ \$8.00/M
531,000	12 Mos. Spanish Speaking Donors	+ \$12.00/M
	Digital Campaign Inquire	\$40.00/M

### DESCRIPTION

**American Consumer Donor Database** is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific category, avg. donation amount and more. The database contains transactional data from mail order, subscriber and online activity. This enables marketers to specifically select their best prospects with multi-faceted segmentation.

Mailers can, for example, select hotline donors by category, by number of contributions, that is also subscribers to health publications with identified ailment condition determined by products purchased and/or self-reported. Age, income and other demographic and lifestyles are also selectable. The interaction of these transactions enables marketers to target extremely specific prospects.

**TEST DEAL!:** New First Time Test of 15,000+ get selects waived (except on ailment, ethnicity, political & religious affiliations)

### Special Selects:

Donors by Category: Animal Welfare, Children, Environmental, Wildlife, Health, Religious, Political, Veteran, Subscribers to Health, Political & Religious Publications, Religious affiliation: Catholic, Jewish & Protestant, Product Buyers of Health, Garden, Children, Novelty Products such as, Religious, Wildlife, Military, Nurses and more. Inquire! \* **Ailments:** Arthritis, Diabetes, Heart Condition, Joint/Mobility

**Digital Campaign:** \$40/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization Separate Fee and available.

**Email Orders:** 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line & Seed List. 2 Tests included, additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization available. Housefile suppression available. Prepayment required on all email orders. \$25/M scoring fee. **Opt-in**

### 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	06/30/2020

### DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	07/06/2020
Next Update	08/10/2020
Update Frequency	MONTHLY

**Email address** data has been appended to this transactional file.

**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*

**SELECTS**

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

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

**AVERAGE INCOME**

Value **\$45,000.00**

**MINIMUM ORDER**

Minimum Quantity **10,000**  
 Minimum Price **\$500.00**

**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

Male  
Female

30%  
70%

**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
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★ = Primary contact